

CHEMIST & DRUGGIST

The newsweekly for pharmacy

July 4, 1987

a Benn publication

Extra 5pc on
VAT cheque as
dispute ends

FPC helps out
pharmacy with
£10,000 CD bill

Beecham Health
Care targets
chemists

Ashwin Tanna —
Council's
'independent'

Opren 'godfather'
named as Lilly
criticise delays
by Action Group

Sharp warning
from RMDP on
EFTPoS plans

CHRISTMAS GIFTS
SPECIAL FEATURE

dap **Nexus** **fuji**
David Anthony Pharmaceuticals

FUJI TO SPONSOR MAJOR CANCER RELIEF PROJECT

Read all about it inside —

SENOKOT - THE BIGGEST-SELLING AND MOST RECOMMENDED LAXATIVE BRAND IN PHARMACY.

- No 1 selling branded laxative – 21.9% market share¹
- No 1 recommended brand – 53% of all pharmacy recommendation for laxatives²
- One of the top 20 selling brands in OTC medicine³



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Senokot contains a laxative ingredient derived from the senna plant, which has been used for centuries for the treatment of constipation. In Senokot it is provided in easy-to-take forms, either as tablets, granules or syrup.



A Reckitt & Colman Pharmacy Product.

References: 1 & 3. IMS Home Medicine Report. 2. Martin-Hamblin Research.

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COMMENT



While the number of OTC medicine manufacturers dedicated to pharmacy alone is not growing, those identifying more closely with pharmacy do appear to be on the increase. This week Beecham join their ranks by renaming their Proprietary Medicines Division "Health Care" (p19). And they are not alone. So why the change?

The spur was, and is, Norman Fowler's limited list. The OTC medicines industry was caught on the hop. Pharmacy and GSL brands that had reached the public eye through the prescription / pharmacist endorsement route lost out as this classic, low-key marketing ploy was made defunct. Such brands needed backing boldly — those that could afford it advertised heavily. "P" brands benefitted alongside GSLs.

Into this marketing mix up, hard on the heels of the National Pharmaceutical Association's "Ask your pharmacist" campaign, came the Nuffield Report on Pharmacy, then the Government's Primary Health Care paper. Both backed the pharmacy as the place for High Street health care advice in the trend to self-help, self-health and self-medication. Small wonder then, that companies re-assess where their loyalties lie.



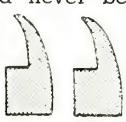
Wherein lies the problem? Is not all this activity good for the public, the proprietary medicine manufacturers, and pharmacy?

The answer must be "yes" as long so a proper balance is maintained. That balance will encompass medicine advertising, both on television, in the Press, and on the radio whether pharmacists like it or not. It will include packs that have more shelf appeal — or "shelf stand out", in the current jargon — with dosage instructions *et al*, ever bolder and clearer both on-pack and on-insert. It must include better display of all medicines. And, particularly, the balance must include the pharmacist as the final link.

The pharmacist will remain active in medicines sales, providing the profession does not cut its own throat by forsaking the supervisory requirement in P medicine sales in order to take up new roles for

love, not money. He will be active so long as industry does not seek to exclude him by pushing for all counter medicines to go on open display — and providing the advertising, having led the patient to the pharmacy, does not preclude the pharmacist's meaningful intervention. It was salutary to hear a Beecham executive say at the launch Press conference that there were relatively few factors that could influence the consumer other than advertising, "the lifeblood of the industry." Pharmacists must ensure that they are the other factor in the equation.

Then, when the Consumers Association, or the Proprietary Association of Great Britain again research the "whys" and "wherefores" of medicines sales, pharmacists will be seen acting to effect at the point of sale. Pharmacists have never had a better opportunity to make an impact on primary health care. Industry marketing methods must embrace, not smother, the pharmacist and his health care advice. Although the information contained in an advertisement is both refined and defined by codes of practice, it should never be allowed to become a wedge between the pharmacist and the patient.



Contractors get extra 5pc on VAT cheque

The civil servants' dispute which has led to a suspension of VAT repayments is over, and all those pharmacists whose cheques are more than 30 days overdue will get an extra 5 per cent payment next month.

In the 1985 Finance Act there is a provision to pay repayment traders an extra 5 per cent if their rebate is more than 30 days overdue. The Government will not agree to an advance payment to pharmacy businesses as it says the 5 per cent per month payment is well above what they will have to pay for any overdraft facilities during that period.

"It has taken a letter to the Minister to get that answer after a month of asking,"

said PSNC chief executive Alan Smith this week.

However, if businesses have been late in submitting their VAT returns then they might not qualify under the 30 day requirement now the dispute is over.

Contractors in Northern Ireland and Scotland should also receive the extra 5 per cent following pressure from their negotiating bodies.

A spokesman for Customs & Excise says pharmacists should wait to receive a VAT form before making their delayed repayment claim. Any attempt to "jumpt the gun" by sending in a filled-in photocopy will lead to further delays. Repayment traders are being given priority.

Licensed to...?

The time taken to get a product licence application approved is still a long one.

According to figures from the DHSS Medicines Division for the 12 months to the end of 1986, the average time taken for PLs to be granted for products referred to the Committee on Safety of Medicines was 19 months, and 77 per cent of the 85 such applications took longer than 11 months. The maximum length recorded was 48 months.

Discount rebuff

PSNC chief executive Alan Smith has denied the Committee has cut across the bows of the National Association of Pharmaceutical Distributors in establishing an interim list of nil discount items excluded from discount clawback.

A final "nil discount" list will be drawn up to come into operation from October 1. In the meantime if pharmacists are not getting a discount they may mark prescriptions on an "honesty box" basis (C&D June 20).

"It is a great credit to the Department of Health that it trusts pharmacists to endorse prescriptions honestly," said Mr Smith. "We had to get quick agreement otherwise pharmacists would have had another five months of losing 5 per cent on some items. This is plainly grossly unfair."

FPC helps out pharmacy with £10,000 CD bill

Humber side FPC has rushed through a £10,000 advance payment to an independent Hull contractor faced with huge bills for Controlled Drugs.

Mrs Anne Keith, of Keith's Chemist, Cottingham Road, Hull had been getting scripts for diamorphine injections for a local terminally ill teenager for some months. "The situation has finished now," she told C&D, "but at the time it was quite worrying. When it first started we got a script worth £1,800 every three weeks, then fortnightly. Then it bumped up again. The last script cost £3,800. We dispensed £10,000 of ampoules in a fortnight."

Mrs Keith had to turn to Unichem, her second line wholesaler, for supplies. "At least they gave discount on CDs," she commented. "It was for a local family — I couldn't really say no. The father did realise the cost and offered to take the script elsewhere. It got to the stage where I could't get all the ampoules into our CD cabinet, so I had to ask him to collect the injections as soon as they arrived.

"The Prescription Pricing Authority sent back the scripts for confirmation so I hadn't been paid for them, and I hadn't got the money to cover the normal bills, let alone those," she said. However, phone calls to the PPA at Wakefield and Humber side FPC produced relief within four days.

Mr Bulmer, principal administrative officer at the FPC, says they received a request from the PPA asking if they would consider making an advance payment to an independent contractor who was having difficulty in coping. The Committee fully supported the move in making the payment at its meeting last week.

PSNC's chief executive Alan Smith points out there is no official method of applying for advance payments of this kind. Normally a contractor would go to their bank and explain their turnover had jumped and there would be a delay before the increase was reflected in their NHS cheque," he said. "As far as the NHS contract is concerned there is an eight week delay built into the system, which is accounted for by 'capital employed' of 2.5 per cent.

Without knowing the precise circumstances, the payment by the Family Practitioner Committee was unusual, he suggested.



Jane Piner, MPS, from Westfield, near Bath, won a video camera outfit in Unichem's window display competition showing babycare products and window stickers of the television commercial

Sponsor named as Lilly hit back over Opren

The "Fairy Godfather" who offered to donate £2 million to help hundreds of people fighting for compensation against the alleged side effects of Opren was named this week as Godfrey Bradman.

Mr Bradman has backed the work of a wide range of campaigning organisations, including CLEAR, which won the decision to phase lead out of petrol. He has offered to underwrite £2 million of the legal costs of people who would otherwise have been forced to withdraw their action against the manufacturers of Opren, Eli Lilly.

Only "deserving cases" among those claiming compensation for alleged damage after taking Opren are likely to be considered for settlement, Lilly Industries managing director, Richard Bailey, announced in London on Monday.

"Lilly do not wish to defend cases that are deserving — that is where Lilly have determined that causation has been established by reasonable medical evidence and where side effects expected with this class of medication have not been properly warned against," said Mr Bailey.

He criticised the Opren Action Group for an unnecessary delay in providing essential information on over 90 per cent of the cases in which Opren has been alleged to have caused injury.

Of the more than 1,400 Opren claims, Lilly has received complete medical information on only a few cases, said Mr Bailey. No medical records had been provided for 188 claims and only partial or incomplete medical records in many of the remaining 1,200 cases. The company says it has not received doctors' reports for 882 cases, particularly important because in most of these cases the medical records are incomplete. "We have been asking for this information for over two years and indeed it has been the subject of Court order," Mr Bailey said.

As C&D went to press, MPs led by Mr Jack Ashley (Lab), called on the Government to boycott products of E. Lilly, unless they pay adequate compensation to Opren victims. The Parliamentary Motion notes that US citizens who were seriously damaged by the drug have been compensated by Lilly, and comments that British victims suffering the same injuries, have been refused compensation by the firm "which is hiding behind the inadequacies of British law."



"Let's hope it doesn't turn into a pumpkin after midnight!"

Pharmacy boost in early debate

Strong support for improved remuneration for pharmacists who play an expanded role in the NHS was declared by Mr David Atkinson (Con) in the Commons last week.

He maintained that the introduction of the wider role for pharmacists advocated in the Nuffield Foundation report would be particularly valuable in areas like his own Bournemouth constituency, with its high proportion of rest and nursing homes.

Mr Atkinson said a consultation exercise he had undertaken in his constituency disclosed that most pharmacists were prepared to expand their activities. "For pharmacists to take on a wider advisory role would be time consuming and it is reasonable to suggest that they should receive better remuneration," he said.

Mr Atkinson said the pharmacists he had consulted were not sure about the practicality of maintaining records of prescriptions issued — which could apply only to regular customers — nor did they regard themselves as the right people to advise GPs on the administration and handling of complex substances, which would require specialist training.

"They agreed that there did exist further scope for the relaxation of the restrictions on the sale of medicines, but stressed the need to restrict drugs to their generic names." Pharmacists in his area, he said, had welcomed the limited list because it had reduced the scope for NHS exploitation by drug companies.

Mrs Edwina Currie, Under Secretary for Health, promised to consider Mr Atkinson's points. Since 1979, when the Conservatives returned to power, there had been an 11 per cent increase in the number of retail pharmacies in England and Wales. This increase had taken place when there was widespread concern that

the number was falling, said Mrs Currie.

She revealed that the Government would not be pursuing the suggestion in the Cumberlege report on community nursing and the Select Committee report on primary health care that district health authorities and family practitioner committees should be amalgamated.

PCPs, she said, were no longer solely responsible for ensuring that doctors, dentists and pharmacists were paid. "They are there to promote good health, to identify gaps and to help fill them."

Rate reform tops Tory agenda

The Conservatives presented their plans for a radical reform of the rates system in the Queen's Speech last Thursday.

As well as the controversial community charge, replacing the domestic rates system with a poll tax payable by everyone over 18, the Government proposes a standard rate for commercial properties — a Uniform Business Rate — to be set by Whitehall and linked with inflation.

While this should lead to a fall of business rates in the North, the Chartered Institute of Public Finance and Accountancy has predicted soaring rates for prime sites in the South East and South West. And companies in the West Midlands are also likely to be paying more under the new system.

The copyright Bill which the Government is planning to introduce will satisfy representation from the pharmaceutical lobby over the licence of right provisions in the 1977 Patents Act.

When the period of patent protection for new drugs was extended from 16 to 20 years the drug companies had to licence their products for the last four years in return for royalties. In removing that provision the Bill will provide the full 20 years' protection.

Virgin condom launch goes off half-cock

Pharmacists, along with owners of petrol stations, pubs, cinemas and record stores, will soon be asked to do their bit in the fight against AIDS by selling cut price condoms at no profit to themselves.

Richard Branson — of Virgin fame — hopes the idea will make condoms more widely used and raise money for AIDS education and research.

Mates condoms are to be launched at the end of August and are expected to sell for around £0.35 for three. They are being made by the Ansell Corporation in the US sheath makers to Warner-Lambert.

Mr Branson feels the best way to protect people from the spread of AIDS — particularly 16 to 24 year olds — is by making condoms easily and cheaply available and to persuade people to see them as an everyday item, to be used as a natural part of any sexual relationship.

To get the project off the ground Mr Branson has put up a "considerable sum" of his own money to start a charitable trust called Virgin Healthcare Foundation. He has been joined by Anita Roddick of the Body Shop who are prepared to sell the Mates condoms.

The aim of the Foundation will be to enter healthcare markets where there is believed to be a social need.

There is to be extensive promotional activity about using condoms, mainly in the form of generic information, on television and in the Press. Any money from the sale of Mates made by the Foundation will be used primarily to educate people further about the protective value of condoms. Money will also be donated to AIDS research.

Richard Branson announced his plans in London last week at a hastily called Press conference. He felt he needed to make his intentions known after the news had been leaked by *Campaign* magazine. He had not discussed the idea fully with retailers but he felt sure of support.

As for other condom manufacturers, Mr Branson said it was just unfortunate that their business might be affected: "But I would be happy to be put out of business in a couple of weeks by other manufacturers cutting prices," he said.

LRC say that sales of Durex have increased by 20 per cent year on year and that they expect this trend to continue.

The company welcomes the Virgin initiative because its feels it will increase



Twenty six Ag and Vet pharmacists visited Coopers Animal Health at Crewe Hall recently to discuss the animal health market. Speakers included Richard Fox, marketing manager, and David Hammond, product development manager based at the Coopers International headquarters at Berkhamstead

awareness about condoms. However, LRC feel they have already done this among younger users with the launch of Durex Gold. The advent of television advertising will increase this further, they say.

LRC have also funded research into producing better condoms.

Whether companies like LRC or Warner-Lambert will cut their prices is probably too early to tell.

John Ball, marketing director at Warner-Lambert, told C&D he thought the idea of doing something to combat AIDS was laudable but it was too soon to tell what the effect on the market might be.

Boots could not say whether or not they would stock Mates but would be interested to hear the proposals.

The National Pharmaceutical Association's director Tim Astill thinks that Mr Branson's idea will get the cold shoulder from retailers. "There are clear signs of a growing retailer resistance to charitable giveaways," he told C&D.

It would be different if selling such products were to expand the market but they are more likely to simply take the place of profitable sales. In Mr Astill's view retailers should be left to decide for themselves how much they donate and what charities they give to.

With slot machines in most pubs, for example, Mr Astill disagrees that condoms are not readily available.

Which? SLR

In a test of 34 single lens reflex cameras reported by this month's *Which?* magazine from the Consumers' Association, Minolta, Canon, Pentax and Nikon models are described as "good value".

The Minolta X-300 is a good value, relatively inexpensive auto-manual (at a target price of £160), says *Which?*.

The Minolta X-700, Pentax program A, Canon T70 and Niken F-301 are seen as good value multi-mode SLRs. *Which?* says the Contax 139 quartz and Olympus OM2SP are worth thinking about. Of the autofocus SLRs tested, the magazine says the Minolta 7000 offers the best balance between price, performance and facilities.

DIY cancer test kit on market

A diagnostic kit for the early detection of bowel cancer is being launched in the UK this month.

CS-T, developed in Texas and licensed by Cambridge Selfcare Diagnostics Ltd, is the first do-it-yourself home test for cancer in Britain. Director Graham Hind says that CS-T uses a modified guaiac reaction. A pad containing the reagents is floated on the water in a lavatory after defaecation. A colour change to orange-red indicates a positive for occult blood.

Unlike other tests, a laboratory stage is not required and should improve compliance as stools do not need to be collected, he says. He claims a further advantage in the inclusion of a patented vegetable peroxidase inhibitor, which means that certain dietary restrictions are not required prior to testing.

Mr Hind says that it is important to stress that the test is for blood and not cancer. "Haemorrhoids may give a positive, but I think most doctors would say that if someone is bleeding they need to be seen. We expect a positive rate of between 24 and 3.2 per cent."

Mr Hind says that the test is being aimed at the over-40s, with a recommendation that they test once a year. The product will be marketed by mail order, with a computerised recall system sending a new test (£16 plus VAT) out each year. Advertising will be directed to the target age group.

Bowel cancer is the second largest cancer killer in the UK after breast cancer in women and lung cancer in men, with 18,000 victims annually. "What we are aiming to do is move the public perception of bowel cancer as similar to lung cancer — once you've got it that's it — to more like cervical cancer — treatable if discovered early enough." CS-T is available from Cambridge Selfcare Diagnostics Ltd, The Cambridge Business Park, Angel Grove, Ely, Cambs CB7 4EE.

by Xrayser

Chemiscan stop ads...and cash

Chemiscan Ltd, suppliers of moving message display units to over 600 pharmacies, are no longer selling advertising on the units. The company now says it is unable to make further payments to pharmacists.

Participating pharmacists last week received a letter from Chemiscan sales and marketing director Mark Eisenstadt, informing them of the company's decision. Concerned pharmacists have been unable to contact anyone at the Chemiscan offices in Guildford where an answerphone service is in operation.

In the letter Mr Eisenstadt says the company will honour its three-year service agreement and "special arrangements" had been made with manufacturers', IGG Industries Ltd. A spokesperson for IGG told *C&D* she was unaware of such arrangements and the company was trying to arrange a meeting with Chemiscan.

Mr Eisenstadt also writes that Chemiscan will continue its free programming service for pharmacists' individual promotional messages until July, 1988.

Mr Eisenstadt was contacted by *C&D* at the offices of Sutton-Siebert Publications Ltd, Guildford (0483-502125). He said Chemiscan was still trading but its advertising department had closed. He says that lack of advertising support was because this "low level" advertising was hard to assess. Companies who had paid for advertising had not got a positive response from pharmacists, he added.

C&D understands that pharmacists who leased the units must continue their monthly payments because their agreement is with a separate leasing company, Storebrands Finans Ltd. Business manager Mr Philip Beard said he was also trying to contact Chemiscan.

Recall plea

Organon are asking pharmacists to check ampoules of hydrocortisone sodium succinate.

In June 1985 batch number A3910 of Organon's muscle relaxant Norcuron was withdrawn after ampoules were mislabelled as hydrocortisone sodium succinate. Despite reminders, some are still unaccounted for. Any found should be returned to Customer Returns Department, Organon Laboratories Ltd, New Edinburgh Road, Newhouse by Motherwell, Lanarkshire.

Chemist & Druggist 4 July 1987

Communicants

The aged among you may remember a song which went "It ain't what cha do, it's the way that cha do it!" The gist of which should be evident even to our youngest music lovers. But the underlying point is that things are being done in the first place.

I have just had a letter (with enclosures), which so impressed me that I'm going to cut and paste most of this little piece from it, freely modified without apology to the writer, and then, at the end, make a pungent comment. Read on . . . Dear Xrayser, As you will see from the copies of my monthly newsletter to the 133 pharmacies of Liverpool, I believe very strongly in communication . . ." Attached were a number of newsletters sent to the lucky Liverpool contractors by their LPC secretary, Jeremy Clitherow, who appears to write them himself, and undertake a vast engagement diary. I'm impressed with the work he gets through, but even more impressed with the writing. Let me quote from the March issue:

"When implemented the contract will enable the few who wish to claim compensation and relinquish their NHS contracts to do so. The LPC office would be very happy to help you in any way possible. My personal view is it is not sensible for two colleagues 'locked into' unviable pharmacies, each having full stock, having to work, inefficiently, for five days per week for an unrealistic salary. If by amalgamation they could dispense with one freehold, liquidate at full market price the stock of the shop, they would possibly be better off financially, and work half a week for a better salary. Life is too short. If the LPC can help, please ask . . ."

Or how about this piece about syringes and needles in the Croxteth area: "The LPC was saddened to receive a letter from Croxteth residents asking pharmacists who currently distribute needles and syringes to drug users to cease as soon as possible. Bearing in mind AIDS . . . the committee was disappointed that the reasons why needles and syringes were made available to those intent on injecting, had not been grasped by the community. Pharmacists are now and always will be the primary contact between injecting drug abusers and the first step to a return to a drug-free state. The author of the letter was invited to address the LPC so it could be determined how best to help the residents . . ." Masterly tact, don't you think?

And better yet, — on the inspection of premises: "Medical practitioners currently co-operate with voluntary inspection of their premises by members of the FPC in

association with the LMC. Since we are required to have suitable and appropriate premises, it would appear sensible to co-operate with any request for permission to examine our premises. I foresee inspection of the shop, waiting area and dispensary only, and would certainly resist inspection of any other areas on the grounds of security. Any visit would have to be by appointment only and the identity of visitors confirmed. An LPC member must be present or your committee would refuse permission, and/or register the strongest protest. As always, contractors' views would be welcomed by the LPC office."

Not bad, eh? Other topics range from updates on VAT repayments, stock disposal; pharmaceutical services to residential homes . . . "the district pharmaceutical officer wants to know how many tablets they receive. The Liverpool Health Authority approves of the practice of counting the tablet stocks received. The reason for telling you this is that you can now expect unqualified staff to count each and every one of the tablets we dispense for them. We make no comment, but merely advise you of it."

Forged script warnings Look after Your Heart, needle exchange schemes, dump campaigns, oxygen valve problems . . . I've not seen anything remotely approaching this. The PSNC leaflet is glossier but that's all. Our local PSGB branch sends a simple duplicated letter occasionally, which is all we get.

I congratulate the 133 Liverpool contractors on their good fortune in having a secretary who understands publicity, and who plainly carries them with him. I'm lucky in having a weekly column to write where I can push things I care about, but where, I ask myself, where is my LPC letter? Where is the forum for views being put out in my name?

I have always felt the contractor committees to be the nub of pharmaceutical realities since they are at the sharp end. It is too easy for members, particularly when they have had a bit of experience behind them, to feel they are the only ones who care and give up their time — for no thanks etc etc . . . But the lack of knowledge of their colleagues should be seen as a weakness for which responsibility must be accepted. The better informed they become the more effective a political organ is the LPC.

It is my hope that by giving Liverpool, and their inestimable Mr Clitherow, so much space the LPC's who do little or nothing by way of member contact will see the point of bucking up their ideas. Maybe they could syndicate the Liverpool letters? But whatever, I for one want to hear what is happening in my area, for until I do the letters LPC mean nothing.

Ecostatin-1 pessaries

Squibb this week launch the Ecostatin-1 pessary, which they claim is the only single-dose wax-based pessary with applicator on the market.

Over recent years there has been a trend towards single dose treatments for vaginal candidosis, says the company. In addition, Squibb say, 59 per cent of GPs in a survey said they considered the method of dispersal of the pessary to be an important factor in their choice of treatment. The dry tablets can cause discomfort in an inflamed vagina, and patients will appreciate a wax-based pessary with applicator, the company says.

Manufacturer E.R. Squibb & Sons Ltd, Squibb House, 141 Staines Road, Hounslow, Middlesex TW3 3JA

Description A white opaque oval pessary, containing 150mg econazole nitrate in a long-acting formulation, melting at 37°C.

Uses Infections of vagina and vulva caused by *Candida* species

Dosage One pessary inserted at bedtime. To prevent re-infection male partners should be treated concurrently

Contraindications warnings etc. Known sensitivity to any components

Precautions Avoid contact with contraceptive diaphragms. *Pregnancy* Full details see Data Sheet

Supply restrictions Prescription only

Packs One pessary with applicator (£4.40 trade)

Product Licence 0034/0266

Issued July 1987

DF, Squibb combinations...

Two captopril 50mg and hydrochlorothiazide 25mg combination products are launched this week.

Capozone is from the makers of Capoten (Squibb) while Acezide is from Duncan Flockhart, the makers of Acepril. Like Capoten and Acepril, Capozide and Acezide will be co-marketed by the two companies.

Uses Once daily treatment of mild to moderate hypertension in patients stabilised on the individual components given in the same proportions

Dosage Adults One tablet daily. Daily dose of two tablets should not be exceeded

Elderly Dose should be kept as low as possible. Half a tablet daily may be sufficient. **Children** Safety and efficacy not established. **Renal failure** Not

recommended
Contraindications, warnings, etc As for captopril and thiazide diuretics
Supply restrictions Prescription only

... Acezide

Manufacturer Duncan Flockhart & Co Ltd, 700 Oldfield Lane North, Greenford, Middx UB6 0HE

Description White, biconvex, round tablets with possible slight mottling, each containing captopril 50mg and hydrochlorothiazide 25mg, engraved with "AZE 50/25" on one side and with a bisect bar on the other

Packs Calendar blister packs of 28 (£16.07 trade)

Product Licence 0021/0127

Issued July 1987

... Capozide

Manufacturer E.R. Squibb & Sons Ltd, Squibb House, 141 Staines Road, Hounslow TW3 2JA

Description As above, but engraved "Squibb" and "390" on one side with a bisect bar on the other

Packs Calendar 28s (£16.07 trade)

Product Licence 0034/0263

Issued July 1987

Atrovent UDVs

Boehringer are introducing a new preservative-free formulation of Atrovent nebuliser solution in unit dose vials (Atrovent UDVs).

Each UDV contains 500 micrograms of ipratropium bromide in 2ml of sterile, isotonic, preservative-free solution. They are packed in strips of 10 (£3.76 trade).

Boehringer Ingelheim Ltd, Ellesfield Avenue, Bracknell, Berks RG12 4YS.

Evoxin suppos

Sterling Research Laboratories are adding 30mg suppositories to their Evoxin (domperidone) range. Evoxin suppositories will be packed in 10s (£2.64 trade). POM. *Sterling Research Laboratories, Onslow Street, Guildford, Surrey GU1 4YS.*

Sulpiril tablets now bear the marking "L113", say *Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds SG16 6DS.*

The packaging of Hygroton 100mg 500s will be changing shortly from bottles to Securitainers. The tablets themselves and the price are unchanged, say *Ciba-Geigy Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RH12 4AB.*



Handle with care

Bioglan think they have found an answer to the problem of handling potassium permanganate crystals with the launch of Permitabs, potassium permanganate BP 400mg tablets for solution.

Bioglan say that the new presentation has advantages in making the substance easier to handle and dilutions less of a "hit and miss" affair. For a range of dilutions, both tablet quantity and volume of water are stated on a patient leaflet in each pack.

Bioglan say they are treating Permitabs as a "pharmacy only" product (100 £1.98 trade). *Bioglan Laboratories Ltd, 1 The Cam Centre, Wilbury Way, Hitchin, Herts SG4 0TW.*

Surgikos kit

Surgikos are launching the Presept biohazard disinfection kit for use in body-fluid spill situations.

Each kit (£37.50) contains latex gloves, tablets for a disinfection solution, granules which when sprinkled onto the spill will solidify it in two to three minutes, a plastic apron, spatula, and scoop, and a sealable plastic bag for disposal of the solid material. There are sufficient supplies in one kit to deal with four "spills", say Surgikos, and refills are available. Details from Surgikos Customer Service department, free phone 0800 833511.

Surgikos Ltd, Kirkton Campus, Livingstone, West Lothian EH54 7AT.

Dressing down

Unichem member pharmacists will be able to order "dressings at discount" parcels via the wholesaler's medical service from July 1.

By using "dressings at discount", members can obtain discount on normal drug tariff prices — 15 per cent discount on a £70 parcel or 10 per cent on a £40 order, and Unichem say that ordering via the medical service will ensure faster delivery. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

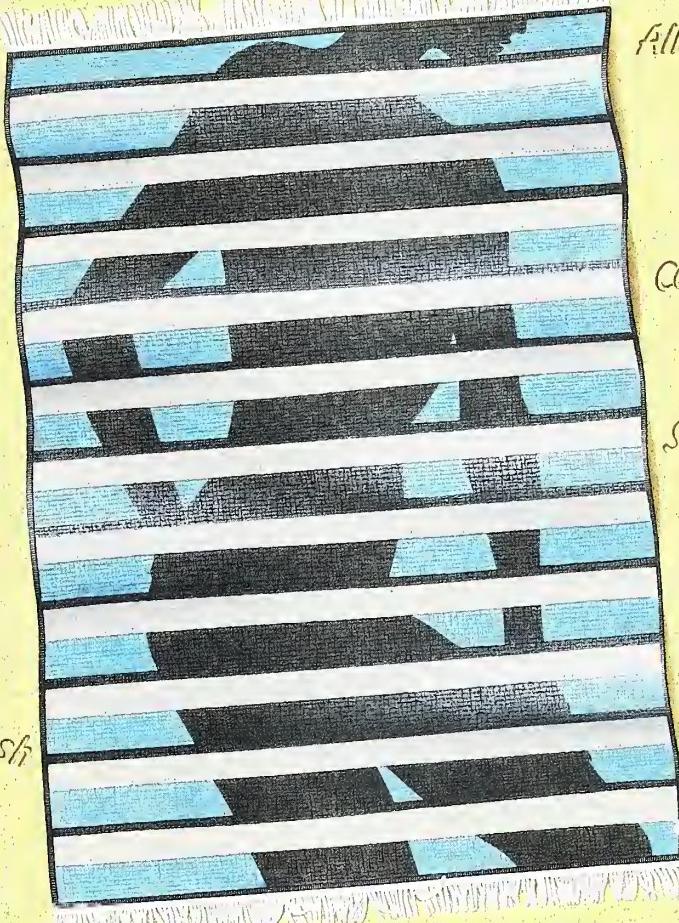
To stop itching fast and soothe sensitive skin.

Insect bites/stings (also repels mosquitoes)

Heat rash

Prickly heat

Hives/nettle rash



Allergic dermatitis

Contact dermatitis

Soothes sunburn

Personal itching



Quickly effective,
lasts for 6-10 hours



Can be confidently
recommended for a
wide range of skin
problems



No reports of
systemic toxicity

Cosmetically
acceptable, non-
staining and
pleasant to use



Eurax

10% crotamiton cream and lotion

CIBA Consumer Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex

Gold Cap SMA is the biggest selling
babymilk in the market
and is the most widely used in
maternity hospitals all over the U.K.



Sales for White Cap SMA have grown
rapidly in the last year, and together
with Gold Cap SMA account for
almost half of total market sales.



Progress, the only Follow-on
milk in this country, has plenty of
room for growth, especially
for chemists who account for well
over half of sales.

Wysoy, the soy protein powder,
is worth 74% of this special sector.

WE'RE THE TOPS.



Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH.

SMA

Breast milk is best for babies. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers elect not to breast feed. Good maternal nutrition is important for the preparation and maintenance of breast feeding. Extensive or prolonged use of partial bottle feeding, before breast feeding has been well established, could make breast feeding difficult to maintain. A decision not to breast feed could be difficult to reverse. Professional advice should be followed on all matters of infant feeding. Infant formula should always be prepared and used as directed. Unnecessary or improper use of infant formula could present a health hazard. Social and financial implications should be considered when selecting the method of infant feeding.

Wysoy

Breast milk is best for babies. Wysoy milk-free formula is intended to meet the nutritional needs of infants and children who are allergic to cow's milk protein or intolerant to lactose. Professional advice should be followed.

Progress

Progress is a nutritionally rich blend of milk solids, vitamins and minerals for babies 6 months and older. Used in conjunction with solid feeding, it provides the nourishment essential to a baby's healthy and sustained growth. Progress is not intended to replace breast feeding or infant formula.

 **Wyeth Nutrition**
Leading the way

*Trade marks

COUNTERPOINTS



Neutrogena's new shampoo

Neutrogena are introducing a new shampoo to their range — the first addition for two years.

The new product, which replaces the current Neutrogena shampoo, will be marketed under the proposition "make your favourite shampoo your favourite again." The company say it eliminates the residue left behind by other shampoos and styling products, and will be marketing it as a "holiday for the hair". POS material will suggest using the shampoo for two weeks to get rid of residue before going back to the consumer's previous shampoo, but also stresses that the shampoo is mild

enough for regular daily use.

The product has been on sale for some years in America, where the company say it is now their most successful and fastest-growing product.

The launch will be backed by a series of editorial-style advertisements, similar to those currently running for skincare, in the top women's magazines during the Autumn, backed by a PR campaign.

The product comes in a bottle (200ml £3.95) or a tube (100ml £2.30), in a free standing pre-pack containing nine tubes and three bottles, and featuring an introductory price. *Neutrogena (UK) Ltd, Buckingham Palace Road, London SW1W 0PP.*

Silk touch

Ultra Glow are introducing silk finishing powder.

The powder, packaged in silk finish boxes, comes with an applicator and is also available in a compact (both £3.25). *Ultra Glow Cosmetics Ltd, Unit 5, 1 North Road, London N7.*



Dettol — when the heat's on

Reckitt & Colman are running a free thermometer on-pack promotion for Dettol.

One thermometer will be given free with 250ml packs, two with 500ml packs and three with 750ml packs. They are designed to be easy to read — counting dots determines the temperature of the patient. *Reckitt and Colman pharmaceutical division, Dansom Lane, Hull HU8 7OS.*

STOP PRESS
Appearing in major
young women's magazines
during '87 and spring '88.

**BARE-FACED CHEEK
FROM TEN-O-SIX.**

Ten-O-Six deep pore cleanser.
Removes dirt, oil, make-up.
Gentle but very effective.
Cleans, tones, conditions.
Leaves skin smoother, softer.
Use first thing in the morning,
and the very last thing at night.
Regular lotion for normal skins, and
Mild for dry, more sensitive skins.

TEN-O-SIX 1006 MILD
Deep-Pore Cleanser
for Dry Sensitive Skin

TEN-O-SIX 1006 LOTION
Deep-Pore Cleanser

BONNE BELL
250 ml

STOCK UP now!

TEN-O-SIX. FOR A LIFETIME OF BEAUTIFUL SKIN.



Listerine gets wheels

Purchasers of Listerine mouthwash will have a chance to win an Escort RS turbo car by answering questions on the product label.

Entries must be in by March 30, 1988 and the winner is to be announced in April next year. And the company are sponsoring the Ford Cosworth Sierra in the RAC British Touring Car Championship for Group A saloon cars under the Listerine flag.

The Cosworth is decorated with Clifford the Dragon, the cartoon character who advertises Listerine Mouthwash. It will race at Silverstone, Oulton Park, Brands Hatch, Snetterton and Donington during the next four months. *Warner-Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants.*

Eye ads

Crookes are supporting Optrex Clearine eye drops with a £100,000 advertising campaign in the national dailies and Sunday Press until December. Three illustrated advertisements will run under the headlines "Hayfever eyes," "Swimming pool eyes" and "Strained eyes". *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham.*

New solutions for softies

Hydron soaking and cleaning solutions for soft contact lenses have been reformulated. Both are now thiomersal free with lower concentration of chlorhexidine (0.002 per cent w/v), say Hydron.

Hydron Cleaning solution has also been repackaged and is available as a twin pack, containing 2x10ml bottles. These solutions will be flushed "new" and supplied on all future orders, says the company. Existing stocks are safe and effective. Prices are unchanged. *Hydron Europe (UK Division) Ltd, Southern Trade Centre, Admiralty Way, Camberley, Surrey GU15 3DT.*

Get heated

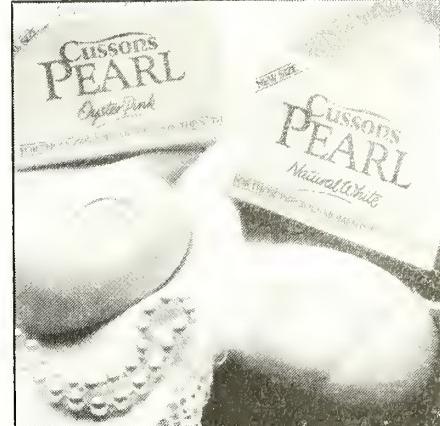
Vulkan UK are distributors of a range of heat retaining support products for the prevention and treatment of injuries to muscles, tendons, and ligaments.

The supports, which have a six-month guarantee, are made from neoprene with woven material beneath, known as "thermo-skin". Thermo-skin works by accumulating body heat and raising the temperature by retaining heat in the tissues beneath the sleeve, says Vulkan. The company is looking to distribute through sports shops and pharmacies with local Press advertising support. Prices range from £7.22 for a wrist support, to £43.41 for pants, and there are 32 products in the range. *Vulkan UK, 11 Newmarket Street, Leicester LE1 5SS.*

Seven Seas are offering a discount of 5 per cent on their Super Evening Primrose Oil through Vestric, Unichem, and Macarthy's from July 1. *Seven Seas Healthcare Ltd, Manfilet, Kingston-Upon-Hull HU9 5NJ.*



Lift off for £2,000's of 'Fizz Aid' at Leeds Castle with Bayer UK's Alka-Seltzer hot air balloon, Bubbles. Bayer are to donate to a local charity £1 per balloon distributed at four balloon meetings: Wellington Fayre, July 12; Southampton Fiesta, July 31-August 1, and the Manchester Show, August 8 have yet to come. Collectors of an Alka-Seltzer balloon qualify for an opportunity to win a flight in Bubbles. *Bayer UK Ltd Consumer Products Division, Bayer House, Strawberry Hill, Newbury, Berks RG13 1JA.*



Cussons Pearl will be advertised on national television this Summer.

The £500,000 burst runs for two months from July and will be backed by extra-value triple packs (£0.59, normal price for one bar £0.24). Each carton also carries a 4p off next purchase coupon. *Cussons (UK) Ltd, Kersal Vale, Manchester.*

Sail away for Summer

Macarthy Medical and Biro Bic are running a free draw for all customers who order Bic razors and razor dispensers at a special promotion price before August 14.

The prize on offer is a Bic "Jazz" sailboard, worth £449, complete with all the accessories needed for the winner to sail into Summer.

Orders must be placed during the designated order form from the Macarthy July price list. The promotional price for 40 x 5 white or orange razors is £9.80 (normally £11.17) and a pack of 1 x 10 Bic razor dispensers, each loaded with five Bic razors, is down from £9.30 to £7.53. *Biro Bic Ltd, Whitby Avenue, Park Royal, London NW10 7SG.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland (central)
B Border	G Granda	Y Yorkshire
C Central	A Angha	HTV Wales & West
CTV Channel Islands	T SW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	Bi TV-am	

Amplex deodorant:

STV, Y, C, A,
TSW, TVS, LWT, TT

Carefree panty shields:

All areas except
A, HTV and TVS

G, Y, C

Dermacort:

Bt

Farley's rusks & cereals:

All areas, C4, Bt

Bt

Fiesta kitchen towels:

All areas, C4, Bt

Bt

Johnson's baby shampoo:

All areas, C4, Bt

Bt

Nurofen:

All areas

All areas

Optrex:

Bt

Peaudouce babyslips:

A, TSW, TVS

Bt

Philips Ladyshave 16:

All areas, C4, Bt

C4

Reach toothbrushes:

C4

Bt

Simple skin care range:

All areas, C4, Bt

C4

Signal toothpaste:

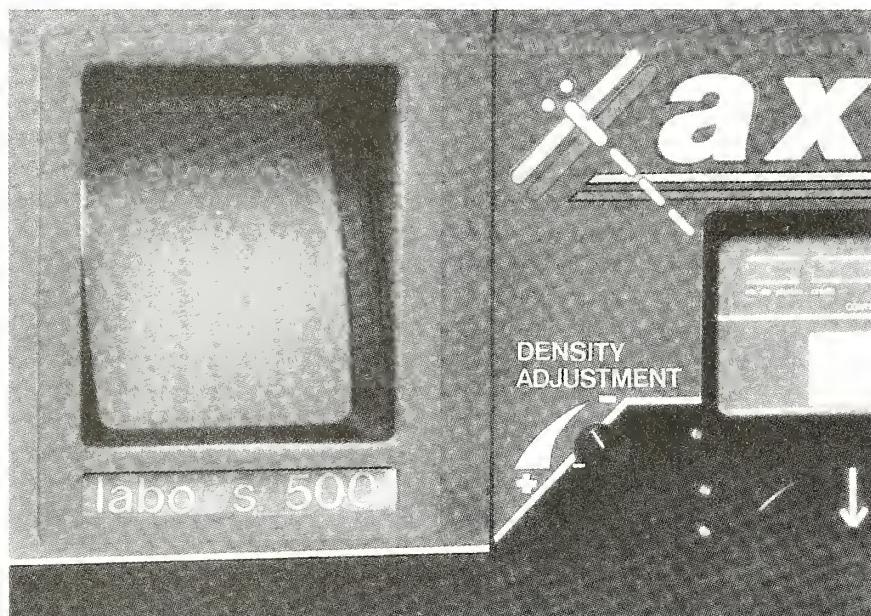
Bt

Bt

We have a positive advantage over every other mini-lab!

**The Axir mini-lab
is unique.**

**It has not just
one advantage
but many.**



Technical Specifications

Film sizes: 110, 126 and 135mm.
Print sizes: 6" x 4" and 6" x 8". Paper width: 6".
Production capacity: 360 prints/hour (6" x 4").
Chemical process: RA4 or compatible.
Power supply: 220 volts single phase (13 amp).
Length: 92 cms. Height: 148 cms. Width: 75 cms.
Floor space: 0.7 sq. metres.



- * It displays a negative – in positive form on a screen and allows adjustment to perfection before printing
- * It will develop and print 24 exposure film in under 20 mins.
- * It is easy to install, no plumbing or complicated chemical mixing needed. Just plug it in. (13 amp.)
- * Easy adjustment allows variable print sizes.
- * An unskilled operator can produce a perfect large image print in 3½ minutes (from a negative).
- * Compact – it takes up only 0.7 sq. ms. of floor space.

**What more is there?
A PRICE ADVANTAGE TOO.
(Ask for details).**



AXIR, Imperial House, St. Nicholas Circle, LEICESTER LE1 4LF.
Tel: (0533) 531245. Telex: 341617 PTSSG Fax (0533) 26636

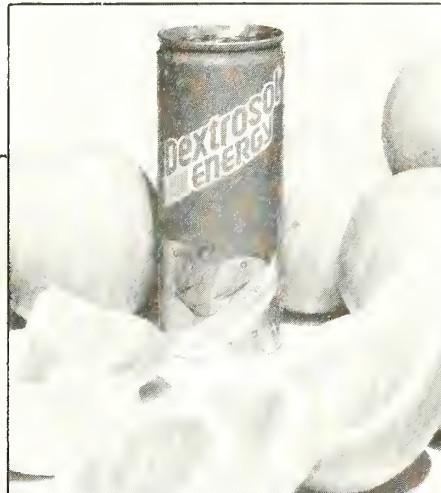
Dextrosol drink to the Olympics

CPC are launching Dextrosol glucose drink with orange juice (250ml ring-pull can, £0.39).

The launch of the new drink coincides with the announcement that Dextrosol glucose tablets have been chosen to be the official energy products to the 1988 British Olympic Team.

The new Dextrosol drink is lightly sparkling, and contains glucose, 55 per cent orange juice, potassium, calcium, magnesium, and phosphorus, and Vitamins C, B, B₂, B₅, and niacin. It is free of artificial colours, flavourings and preservatives and has a shelf life of nine months, say CPC.

The launch will be backed by national Press advertising starting in September, plus poster advertising in leisure centres, as part of a total spend of £750,000 in



support of the Dextrosol brand this Summer. The glucose tablets will appear in national Press advertising during the next two months and in August and September, samples of orange Dextrosol tablets will be banded to the front covers of leading sports magazines. Dextrosol will be maintaining seven sponsorships including the British Association of National Coaches and the British Women's Tennis Association in the coming year. *CPC (United Kingdom) Ltd, Claygate House, Esher, Surrey KT10 9PN.*

And champers meets its match

Beecham Bovril Brands, are to relaunch Schloer this Summer.

New packaging is designed to maintain a sophisticated image, and also to communicate the brand's alcohol free and additive free features. Bottles now have new labels with new fruit illustrations, stressing "no artificial colour or sweetener" and, in the case of the apple juice, "no added sugar or preservatives".

The relaunch will be supported by extra value packs on both sizes and regional television advertising during August 1987, featuring the "I get no kick from champagne" commercial. *Beecham Bovril Brands, Beecham House, Great West Road, Brentford, Middx.*

Does the Butler do it?

Dent-al-ez Dental Products are relaunching their Butler preventive dental products this month.

The range includes toothbrushes, floss, dental mirrors and Proxabush interdental brushes. Until now, says the company, the products have been sold mostly to dentists, and to a few pharmacies mainly in London. They have not been actively promoted.

The company hopes to promote the

products to professionals and the public. Recommended retail prices range from £0.69 to £0.96 for the brushes, to around £1.15 for floss (50 yds), say *Dent-al-ez Dental Products (GB) Ltd, Cleveland Way, Hemel Hempstead, Herts HP2 7DY.*

A slice of lemon

Mandora are launching St Clements lemon slices, which they say fulfills the St Clements promise of no artificial colourings or flavourings.

St Clements lemon slices are halved segments of lemon in lemon juice in a glass jar (340g, £0.65). *Mandora (UK) Ltd, PO Box 2, Bellamy Road, Mansfield, Notts NG18 4LW.*

Vitalia add 5

Vitalia are adding five new products to their range: lecithin super 200mg capsules (50, £2.99), vitamin E 200 IU natural capsules (60, £2.99), Royal Jelly supreme 5 capsules (30s, £4.99), calcium formula A and D tablets (100, £2.99), and hair formula tablets (100, £4.99).

Evening primrose oil 500mg will now be referred to as evening primrose oil 500mg plus vitamin E, while the garlic super 1mg odourless 250 capsules is being reduced to a 200 pack (£4.49). Wheat germ oil 250 capsules are replaced by wheat germ formula plus vitamin E 100 capsules (£2.99). *Vitalia Ltd, The Green, Potten End, Berkhamsted, Herts.*

A look in for lens wearers

Optique Cosmetics are adding two new products to their range.

Eye contour gel (30ml £3.25) is suitable for contact lens wearers who get a tight or puffy feeling around the eyes, say Optique. It is water-based, oil free and non-perfumed.

Night treatment cream (30ml £3.25) has an enriched formula containing vitamin A and natural oils. It is designed for use before bedtime, and after contact lenses have been removed, and is unperfumed say *Cosmetics Optique Ltd, 33 Vernon Buildings, Westbourne Street, High Wycombe, Bucks.*

Eastern promise

Almay's Autumn Shades are inspired by the colours of rich Eastern silks and velvets, shot with lustrous gold.

Turkish Delights features two new mixed doubles eyeshadow combinations: passion flower and purple haze plus antique gold Singles eyeshadow.

Turkish Delights for lips and nails are goldrush or carmine, and cheeks are coloured with classic gold. *Almay, 225 Bath Road, Slough, Berks SL1 4AU.*

Purely R & A

Richards and Appleby are launching a natural beauty range called Purely.

The range is available in three varieties — apricot, almond and avocado. Richards and Appleby say all the products (except talc) are made with pure oil extracts and vitamins from the fruit kernel.



The range comprises triple-milled soap (100g, £1.15), talc (100g, £0.99), foaming bath oil (300ml, £1.99), hand and body lotion (250ml, £1.49), and shower gel (150ml, £1.49).

The whole range comes in "brown paper" look packs. *Richards and Appleby Ltd, Gerrard Place, Skelmersdale, Lancs.*

Innovation the key, say S&N

Polarisation in the sanitary protection market to absorbency or discretion in towels at one end, and "discreet" packs in tampons at the other, will continue through 1987, according to Smith & Nephew's third annual sanpro report.

The company says the market, estimated at £125m with predicted growth of 5 per cent in 1987, continues to become more sophisticated and is very competitive — fuelled by new product development.

Growth in 1986 can be largely attributed to consumer demand for pant liners (up 26 per cent) and for new products in the slim towel section (up 17.5 per cent, both volume), S&N say. The decline in loops has slowed (worth £7m).

Smith & Nephew report that the 42:58 tampon/towel split remains fairly constant in value terms; this is attributed to innovation in the towel sector maintaining consumer trial and loyalty.

Tampons grew by 6 per cent in 1986, the company says. Tampax leads the sector overall, with 59.8 per cent by volume, with S&N's own Dr White's Contour registering 3.4 per cent. Lil-lets keeps its lead among digital brands, with 32.3 per cent of total tampon sales.

Moving to towels, S&N report that standard press-ons continue to grow steadily and account for 15 per cent of volume size, while individually wrapped have grown to 7.3 per cent of all press-ons and 35.8 per cent of the slim towel sector. S&N say Simplicity (22.9 per cent) leads the way among standard press-ons, ahead of Sencella's Bodyform (11 per cent) and Dr White's Panty Pads (8.5 per cent). Significantly, own label now accounts for 24.2 per cent of this sector.

Among the slim towels, S&N say that J&J's Vespre holds a 47.9 per cent share, ahead of Libra Slims (11.4 per cent).

The report says the pant liner sector is now worth £12.5m, up 237 per cent since 1980. J&J's Carefree leads the way with 43.8 per cent of sales ahead of Minima on 19.6 per cent.

Smith & Nephew say over one in three women use a "wardrobe approach" to buying sanpro. The basic sales equation remains the same, S&N say, with 42.5 per cent of 1986 sales through chemists and druggists, including Boots, 51.1 per cent through groceries and 6.4 per cent through other outlets. "Report on the UK feminine hygiene market" is published by Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DZ.



Shockwaves get in a lather

Wella are adding a shampoo to the Shockwaves range, which they claim is the first one specifically targeting at the young.

Shock Waves Headstrong shampoo has been formulated to completely remove the residue of strong hold mousses, gels, hairsprays and even waxes while at the same time safeguarding the hair's condition, say Wella. It has a concentrated gel formulation which Wella say makes it economical, and is also designed to be gentle enough for frequent use.

The gel is pink and comes packaged in 200ml pearlised pink tube. Special shelf units have been produced, as well as trays which can be incorporated into the existing Shock Waves display stand.

The launch will be supported with radio advertising on Independent Local Radio and the Network Chart Show throughout August. *Wella Great Britain, Wella Road, Basingstoke, Hampshire RG22 4AF.*

Body lines for Xeryus

Parfums Givenchy have introduced bath and body lines into their Xeryus range.

Packaged in the traditional black and gold livery, products include: soap (£6.25, 100g); bath and shower gel (£11, 150ml); deodorant stick (£7.75, 64g), and deodorant spray (£9.25, 150ml). *Parfums Givenchy Ltd, Old Esher Road, Hersham, Walton-on-Thames, Surrey KT12 4RL.*

Perfumers Workshop Ltd will be handling the distribution of their own fragrances in the UK from July 1. *The Perfumer's Workshop International Ltd, 47c Marloes Road, Kensington, London W8.*

Geminesse twins

Max Factor are introducing two new products to their Geminesse bath range.

Geminesse silken bath and shower gel (£4.95) includes extracts of silk protein while Geminesse deodorant mist (£4.95) is a lightly fragranced, all-over body deodorant. *Max Factor Ltd, Watermans Park, Brentford, Middx TW8 0DS.*

Nivea value

Smith and Nephew are running a 20 per cent extra free promotion on Nivea shampoo and conditioner for the Summer sales period. *Smith and Nephew Consumer Products, Alum Rock Road, Saltley, Birmingham.*

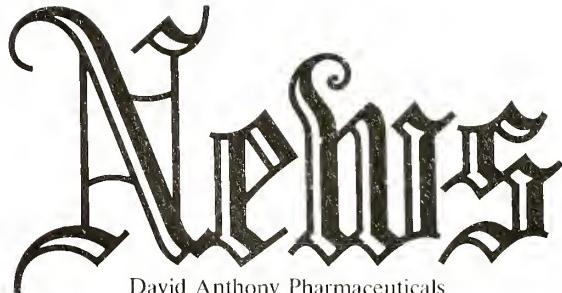
Eye movement

Max Factor are giving away a free 50ml bottle of eye make-up remover with every purchase of black or sapphire mascara.

The two products are presented in clear plastic stud fastening wallet (£3.25). *Max Factor Ltd, Watermans Park, Brentford, Middx TW8 0DS.*



Colgate-Palmolive's new beauty soap, Cleopatra, is to be promoted at the National Theatre during the run of Shakespeare's "Anthony and Cleopatra." The soap is being featured in the eight public washrooms used by the audience, as well as being placed in every performer's dressing room. Colgate say they are about to introduce a 125g twin pack. *Colgate-Palmolive Ltd, 76 Oxford Street, London W1.*



David Anthony Pharmaceuticals

PHARMACISTS TO HELP FUJI FIGHT CANCER

Fuji film sponsors Search '88

FUJI film are to join the fight against cancer by giving major sponsorship to an exciting new charity project named SEARCH '88.

With Her Royal Highness The Duchess Of York As Patron Of The Trust, SEARCH '88 are to mount the largest fund-raising project for cancer relief and research ever seen in the UK.

SEARCH '88 plan to raise millions of pounds from public donations, every penny of which is to be given directly to the Trust's chosen cancer charities.

With major television, radio and press coverage, SEARCH '88 promises to be the biggest project ever seen.

The search for real Britain

ON the 14th August 1987 SEARCH '88 will launch the largest photographic event ever seen in the UK.

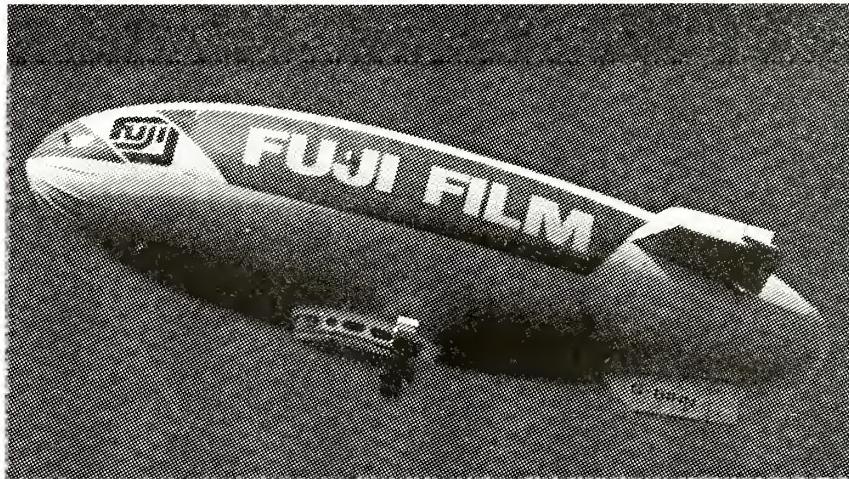
Entitled *One Day for Life*, the event will be open to every member of the population.

A special mailing, including a letter from Her Royal Highness The Duchess Of York, will be sent to each home in the country inviting entrants to capture on film the people, places and events which evoke 'Real Britain'.

A selection of the best entries will appear in a special book published in November. With such prestigious prizes to be won, cameras are bound to be clicking nationwide!

Fuji give extra boost to fund raising

FUJI film are to provide an added boost to fund raising by pledging an extra



bonus for the appeal.

For every Fuji film carton received with an entry for the *One Day for Life* photographic event, Fuji will donate one penny to the fund.

Promotional support package

NOW pharmacists can help Fuji promote the SEARCH '88 project by taking advantage of eye-catching promotional and point-of-sale material. Plus competition entry forms offered by Japan's most innovative photographic manufacturer.

As well as enabling pharmacists to support this vital cancer relief fund, the appeal offers an added opportunity to reap the many benefits offered by the Fuji Film Club - not least of which is the special draw with exciting prizes for fifty winners each month.

To make sure you don't miss out on the action your David Anthony Pharmaceuticals agent will call shortly to replenish your Fuji stocks. Additional promotional material will ensure you have everything

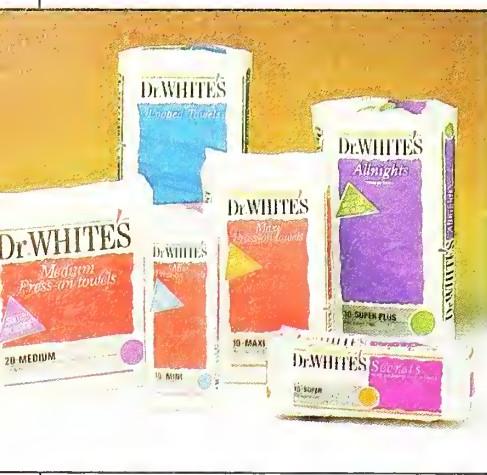
you need to convey the SEARCH '88 message loud and clear to your customers.

DAVID ANTHONY PHARMACEUTICALS YOUR SEARCH '88 CONTACT POINT.

COMMUNITY pharmacists undoubtedly have a crucial part to play in the success of the *One Day for Life* event supplying entry forms as well as film and cameras to would-be winners.

And with major publicity surrounding the event pharmacists have an ideal opportunity to increase sales of photographic materials and D & P services.

So contact David Anthony Pharmaceuticals at Spindus Road, Speke Hall Industrial Estate, Liverpool L24 1YA, telephone 051-486 7117 or your local agent. Stock up on Fuji films and order your supply of entry forms and special window banner. Don't miss your chance to join SEARCH '88 and Fuji film in the fight against cancer.



A nother revamp for Dr Whites

Bold new packaging, a streamlining of the press-on towels range and two new products to fill perceived gaps in the market, herald a major relaunch for Smith & Nephew's Dr White's range, which was last repackaged as recently as 1985.

In a rationalisation of the core press-on business, the former Maxi, Panty Pads and Fastidia brands are lost, to be replaced by a new Dr White's press-on towel brand in

three absorbancies — maxi, medium and mini. The new rounded-end towel features dual track adhesive strips and what S&N describe as a "unique Supersoft" coverstock for "even greater comfort".

To fill a gap in the market, Smith & Nephew are introducing a super absorbancy variant of their Secrets individually wrapped towels. "At the moment, super absorbancy users are turning back to the bulkier mainstream press-on towel because there is no absorbancy to meet their needs in the slim, discreet sector," says marketing manager Andrew Frost.

The company's consumer research also highlighted night-time use as an area for growth, 62 per cent of women saying they would be interested in a night-time towel that helps ease the problem of heavier period flow. Dr White's Allnights is, says the company, a specially tailored towel which gives sufficient protection for up to eight hours. S&N see usage of such a towel mostly among post-natal women and 30-45 year-olds.

Alldays, the pant liner launched last year, is now individually wrapped in 30s,

in a clear drawstring bag.

Completing the relaunch package, Smith & Nephew are introducing an entirely new look for the range with bright primary colours and a bolder, more contemporary look to the Dr White's logo. The aim is to unify the product on-shelf, and, with more women adopting a wardrobe approach to sanpro through the month, encouraging them to do so from the Dr White's range.

A £1.5m spend will support the relaunch. The women's Press campaign will continue and a consumer promotion will encourage purchase across the range. "Money Squares" uses a bingo theme, with cards appearing as an advertisement in magazines ranging from *Just Seventeen* and *Mizz* through to *Cosmopolitan* and *Woman's World*. Consumers sending three proofs of purchase can apply for £1 worth of coupons to be redeemed against any Dr White's product. A quarter of a million leaflets featuring the promotion will be distributed in special POS wallets. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY.*

Say Cheese...

This new range of SIRIUS cameras will make you and your customers smile!



SIRIUS cameras are now available from David Anthony Pharmaceuticals, retailing from £9.99 to £29.99 with a great deal in it for you. For further details contact your agent or direct from:-

**David Anthony
Pharmaceuticals**

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Beecham unveil new Health Care name and Winter strategy

Beecham Proprietary Medicines became Beecham Health Care on July 1. The company says that the change in name reflects the group's commitment to strengthening its core business.

The first move under the new trading name is the launch of a "Winter offensive", which includes a new variant in the Hot Remedies range, two new Mac Extra variants, a rationalisation of the Badedas range, a new look for Veno's, and a new flavour for Beechams Powders.

Beecham promise a continuation of the policy of the past two years, which has seen them launch products, and support their range with a larger marketing, sales and advertising programme.

The new name keeps the company in tune with the heightened public interest in general health care, say Beecham, who see future development concentrating on building a year-round range of products. Five key areas are targeted: coughs, colds and 'flu; analgesics; indigestion and stomach; topical medicines; and vitamins

this is the way to increase business and meet current consumer needs," says Beecham Health Care managing director Peter Jensen.

"We believe that the opportunity for profitable trading in the pharmacy has never looked better. Pharmacists are in a



Revitalised Badedas

unique sector of retailing, they have proven loyalty from their customers and are now being more actively supported by Government. The pharmacy retailing future looks extremely healthy."

For next Winter, activity on the Hot Remedies range sees the launch of a new honey and lemon flavour. Beecham say that it has been formulated to taste like the traditional remedy, contains real honey and lemon and has added vitamin C. It will be launched in two pack sizes — five sachets at £0.99 and ten at £1.55.

Hot lemon has an improved flavour say Beecham, and has been reformulated with a paracetamol base (xxxmg per sachet), bringing it in line with hot blackcurrant and hot honey and lemon. A Pharmacy only 20-sachet pack (£2.69) completes the product development.

The Hot Remedies range has been repackaged in co-ordinated pack designs, and they will be supported with a national TV advertising campaign running from December to February.

Mac Extra gets two new variants for the coming season, with honey and lemon, and blackcurrant complementing original medicated. All contain hexylresorcinol. New pack designs reflect the modern, serious positioning, say Beecham, and to this end they have discontinued ordinary Mac cartons. A further £750,000 television campaign is planned for the Winter.

Veno's is being relaunched this Autumn with new packaging for expectorant, antitussive, and honey and lemon, coming into line with the



Traditional taste

and tonics.

Beecham claim a 14 per cent share of the OTC market and state an objective of gaining a 20 per cent share within the next five years. This they hope to achieve through intensifying their programme of line extensions, product improvement and reformulation and packaging presentation. They also promise increased advertising support, and expect to spend £12m in 1987/88.

More specifically for the next 12 months, Beecham plan three new products, five major relaunches and eight range extensions, coupled with packaging improvements. "Our commitment to product development is paramount. We have proven over the last few years that



Two new Mac variants

established night time Veno's.

Veno's expectorant has been reformulated with twice the guaiacol content, up to 100mg in 5ml. Veno's antitussive replaces Veno's adult formula and has a new raspberry flavour. Beecham say that the new name reflects the fact that the product is suitable for children aged six and up. Veno's will receive £1.5m national television advertising support this Winter, running from December.

Completing the cold remedies package, Beecham's powders will have a new spicy flavour, flashed on-pack, for Winter 1987. A £1.5m national television advertising campaign will run through the Winter, highlighting the new flavour and convenience of Beechams Powders capsules.

The activity is completed with the repackaging of the Badedas bath products range in a new "elegant" shape and design. The full collection has been rationalised to Badedas original (horse chestnut), willow and silk, complemented by Badedas original soap. All variants will be available in 300ml (£4.40), with Badedas original also in 125ml (£2.54) and 900ml (£9.73) and 100g soap at £1.33.

Badedas advertising will return to television in regions of high usage. Thirty and 20-second spots will run in two bursts in November/December and February/March. Women's Press competitions will run in support. Beecham Health Care, Beecham House, Great West Road, Brentford, Middx TW8 9BD.



New look for Veno's



The First Years use Simpkins in retail assault

Baby products company The First Years, who claim first place in the US market, are targeting retail pharmacies in a major assault on the UK market, starting this week.

More than fifty lines are included in the UK introductory range for chemists, with product groupings in three separate sections — feeding (teats, bottles, cups, bowls, cutlery, teethers etc) playthings (rattles, bath toys, soft toys etc) and safety items (nail scissors, harnesses, carriers, medical and toilet items etc). The range will be sold through the sales force of Sheffield-based confectioners A.J. Simpkins, whose pedigree includes the promotion of Lady Jayne sundries to the brand leader in chemists.

The package for retail chemists is based on a five foot by three foot free-standing pegged display merchandiser, which will fit into a shop section, gondola or against a wall. A spinning rack is also available. Retailers buying on the first visit, will qualify for an introductory bonus.

The First Years (UK) directors, with backgrounds in multiple grocery, say merchandising is the key to success. The three product groupings are indicated by colour — feeding in blue, a soothing colour, playthings in orange, which indicates fun, and safety items in magenta.

The blistered cards allow the product to be seen and mention the main advantages. The cards are in proportion, so no display space is wasted. "It should help the retailer in merchandising technique," managing director Peter Bailey says. "The stand is designed to maximise sales per linear foot." Putting

associated product nearby will also boost sales, he says.

"Many equivalents of The First Years lines are already being sold in chemists. This modular selling system maximises the use of valuable shop space while the packaging and high visibility increases the frequency of sales," he adds. "The range is comprehensive, so that the equivalents already sold loose, in bags and boxes, which are difficult to merchandise, will be largely eliminated."

The company claims success in the States is due to good design. T. Berry Brazelton, described as the "modern day Dr Spock", heads the design team, and a "mother's council" tests the new products.

Peter Bailey says that the number one seller in the range is its Kip silicone and vinyl soother — pacifier is the word Mr Bailey prefers. "We claim that our pacifiers are the safest in the world," he says. "The teat is vinyl so won't deteriorate, and the one-piece design means it won't separate."

Other products — like small nail clippers, or an attach-a-toy to keep toys within easy reach when thrown from buggies or prams — are so obvious no-one else has thought of them, he says.

The company plan consumer advertising, in mother and baby Press, from September. And further products will become available at the beginning of next year, including a range of developmental toys. Indeed, Peter Bailey estimates that the introductory range comprises only 50 per cent of The First Years portfolio. *The First Years (UK) Ltd, The Mill, Hatfield Heath, Bishop's Stortford, Herts CM22 7DL.*

Summer savings

Shulton are offering consumer savings on Old Spice from the end of this month.

Old Spice splash on, deodorant and anti-perspirant feature 30p off, while the 200ml smooth shave will contain 25 per cent extra free. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

Wild times

Miners new Autumn shades take a walk on the wild side, with brights for eyes, lips and nails.

The "Streetlife" collection includes positively plum and riotously red lipstick and nail polish; jolly jade and totally tangerine very pearly shadow and obviously orange all-weather mascara. *Max Factor Ltd, Watermans Park, Brentford, Middlesex TW8 0DS.*

R&A on the scent of success?

Richards and Appleby are marketing a range of perfumes designed to be comparable with top fragrance house names.

The Supreme collection comprises Success, Show Off, Talk of the Town, Gulf Flowers, Simply Tuberose, and White Magic, all packaged in cartoned glass atomiser bottles (60ml, £4.99).

Richards and Appleby say they are "virtually indistinguishable" from certain famous names, and packaging has also been designed to bear similarity for customer recognition.

The company says replicated



fragrances have been "immensely successful" in the USA, where the market is now stated to be worth over \$200m, which it says has been gained without affecting the sales of the prestige brands. In this country, Syndicated Data Consultants say replicas are taking around 2 per cent of the market.

The Supreme Collection is available in a display unit containing six of each fragrance, together with six testers, or individual fragrances are available in smaller counter display boxes containing twelve bottles together with a tester.

Richard and Appleby Ltd, Gerrard Place, Skelmersdale, Lancs WN8 9SF.

Holiday time

Leichner are promoting their Bronzelle range with a consumer competition over the next two months.

By completing an on-counter entry form and sending in a proof of purchase, customers have the chance to win a 12 day fly/cruise for two in the Caribbean. Three runners-up receive six bottles of champagne, and there will be 100 consolation prizes of a Leichner cosmetic bag containing lipstick and nail paint, say *Leichner (London) Ltd, Units 15-18, Hawthorn Road, Eastbourne, East Sussex.*

What's been the most significant breakthrough for you?



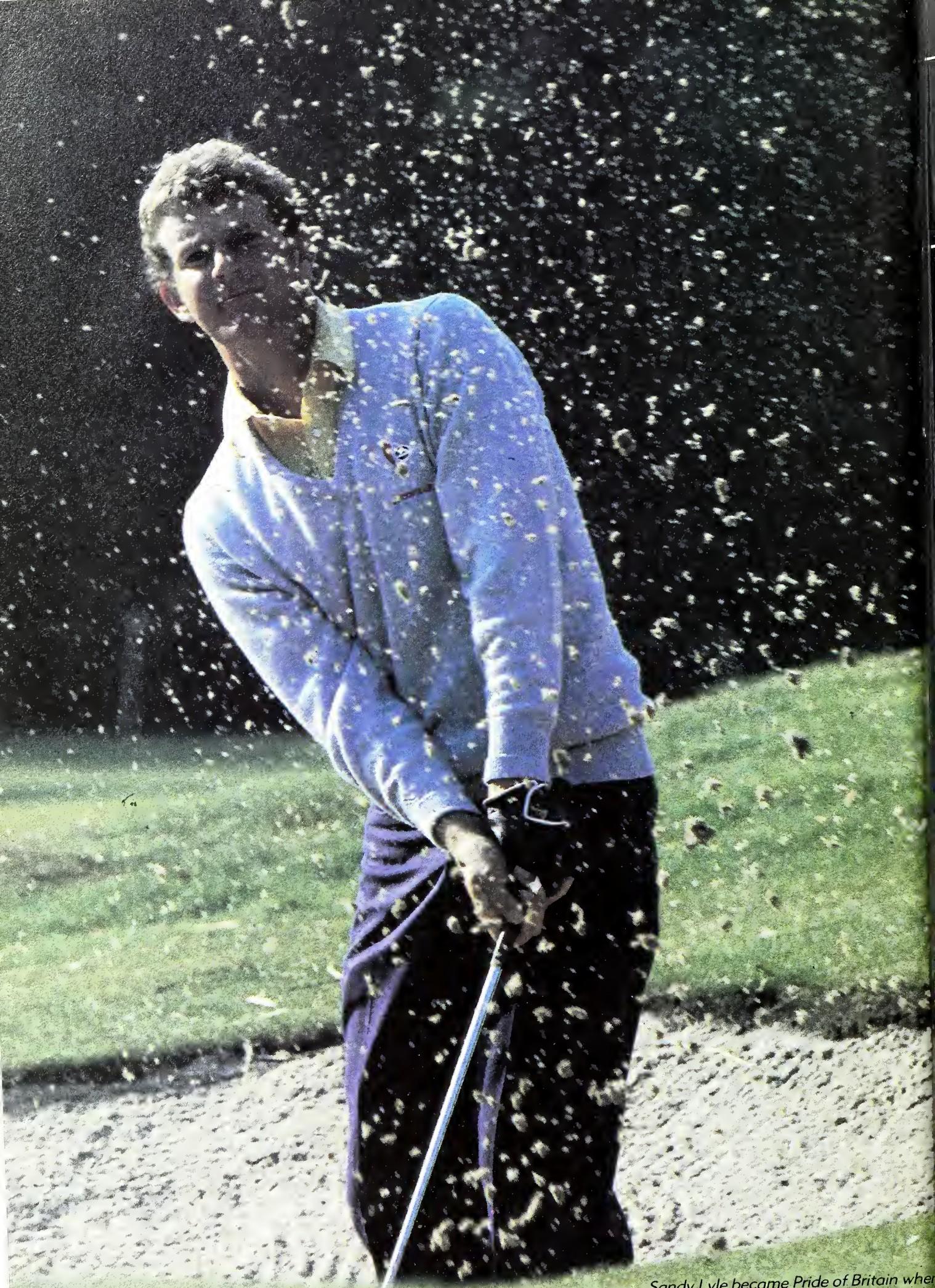
There have been many technological innovations in the last few years, some more successful than others. However, the one which has affected pharmacists the most is Link from Vestric. It has dramatically progressed pharmacy management with automatic label printing, patient records, automatic stock control and much more.

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Sandy Lyle became Pride of Britain when he won the 1985 British Open and this year he won the Tournament Players Championship in Florida, U.S.A.

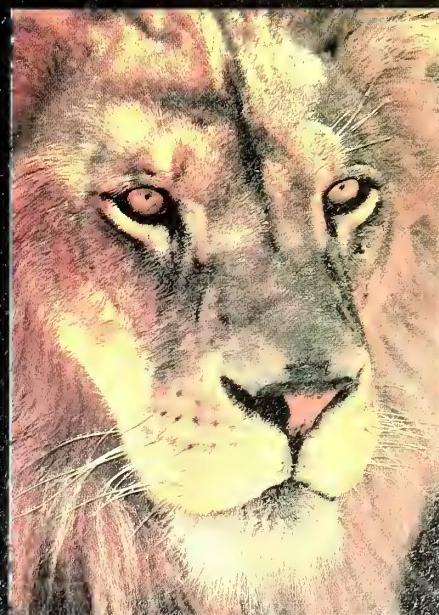
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Philips gold touch

A new Philishave Gold Touch range of rechargeable razors is being launched, the Tracer collection is being redesigned and both are being backed by national advertising.

Four new razors, all featuring gold trim shaver heads, include the HS800 (£34.99) which offers two weeks cordless shaving, self-sharpening double action cutter blades, green light emitting diode for recharging and worldwide voltage selection; the HS850 (£49.99), which adds to these facilities a charge indicator, quick charge and direct mains shaving; the HS900 (£59.99) which adds a charge indicator and alarm, three minutes quick charge, variable comfort and control setting and a cassette with detachable cord storage, and the top of the range, the HS950 (£69.99) which also features constant charge level display.

Two new tracer models offer

modernised features and now come in a grey carry pouch. The HS250 (£19.99) is available in black and yellow, and the HS350 (£29.99), which is rechargeable, is available in either red or blue. Philips are currently backing the whole Philishave range with a cash-back national Press campaign. And Press advertising along with new commercials for triple-head and Tracer razors will run nationally in the run-up to Christmas, say *Philips Home Appliances, City House, 420 London Road, Croydon CR9 3QR*.

Baby leaflet

The National Eczema Society has produced a new information pack for babies.

The leaflet covers all aspects of management, from skin care to nursery activities. Packs are £2 each, or free with one year's membership (£7) of *The National Eczema Society, Tavistock House North, Tavistock Square, London WC1H 9SR*.



Where East meets West . . .

Parfums Rochas have created a new women's fragrance, inspired by the early medieval empire of Byzantium.

Byzance is being launched throughout Europe in October, and in America later. It is packaged in round bottles of sapphire blue glass, stamped with a beaten metal disc bearing the name Byzance. Fuchsia cords and ribbons circle the stoppers.

The range comprises parfum (15ml bottle £69, 7.5ml bottle £42, 7.5ml prestige atomiser £45, 7.5ml luxe atomiser £29, parfum collection coffret £80) and eau de parfum 100ml bottle £46.50, 50ml bottle £27.50, 50ml spray £29.50, 25ml spray £21, 30ml atomiser £18.50). Body and bath products are expected to follow shortly.

Rochas say they hope to advertise in the women's Press, *Rochas Perfumes Ltd, 28 Chase Road, London NW10 6QN*.

And briefly . . .

Introducing a new product area to the pharmacy are Libas International Ltd, who are marketing a range of briefs for men, women and children.

Libas have been manufacturing briefs in Italy for some years, as well as selling to some UK stores. They have now set up a London company with a sales force of four, and say they plan a routine round of two weekly stock deliveries.

The briefs are sold in packs of three pairs (£2.25-£4.95). A free display stand holds 210 packs.

The Libas brand will be advertised in London during the Autumn. Space has been booked on 200 London buses during October and November, and radio advertising is also planned. *Libas International Ltd, Commerce House, 146 Commercial Street, London E1 6NU*.

THE CREAM OF SUMMER SELLERS TOO!

Cold sores and sore lips don't go away for the Summer. And those long, lazy days in the sun can cause as many problems as the coldest Winter day. Blisteze's medicated cream formula provides soothing relief for cold sores and dry or cracked lips throughout the year. Keeping them looking and feeling their best.

BLISTEZE. THE CREAM OF SORE LIP AND COLD SORE TREATMENTS

Dendron Ltd, 94 Rickmansworth Road,

Watford, Herts WD1 7JJ Tel: (0923) 29251

Dendron

Excel yourself.



Tudor XL film.

This year Tudor are giving you a great opportunity to really improve on your film profit with this exciting range of Tudor XL colour print film, introduced last Winter.

Both inside, and outside the pack, Tudor XL film has been specially designed to have a dazzling effect on your customers.

A product of the latest emulsion technology, XL film is superb for both amateur and professional photographers because it can be relied upon to yield prints of the highest quality where accurate flesh tones and high colour saturation are required.

As the negatives produced have finer grain particles than those on conventional films, your customers can enlarge their favourite shots without experiencing loss of quality.

Our 35mm format with a 100ASA/DIN21 speed rating is fully DX coded. For low light and

action photography, or where flash is not possible, the 35mm format is also available in 400ASA/DIN27 speed rating.

Your customers will benefit from greater exposure latitude, laboratories from improved printing criteria, and as a new stabilisation process improves storage characteristics you'll benefit from longer shelf life.

Available in all popular film formats in 100ASA/DIN21 speed rating, and a colourful range of packs, Tudor XL film really does mean business for you in 1987.

So stock up with Tudor XL film now, and capitalise on this excellent film.



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**Beecham
Health
Care**

Beecham Health Care Award

Co-sponsored with Chemist & Druggist

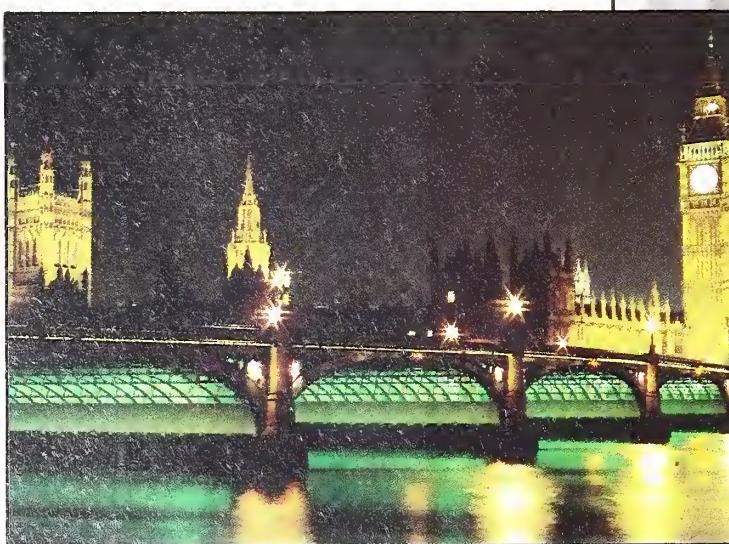
£3,000

of Shares to be won

Chemist & Druggist and Beecham this week introduce a jointly sponsored competition for the Beecham Health Care Award. This is to mark the launch of Beecham Health Care, the new trading division sprung from the former Proprietary Medicines. Over the past two years Beecham have been committed to launching OTC medicines with strong pharmacy potential backed by a major sales and advertising programme. The company believes it is in tune with the healthcare aspirations of the public, the pharmacist and the Government, and is gearing its new Health Care Division for appropriate expansion.

Accordingly, the Beecham Health Care Award will be made to the pharmacist, and his or her pharmacy assistant, who best demonstrate their expertise in OTC healthcare through answers to their respective sets of questions. And, by saying what other pharmacy aids would help them serve their health customers' interests — such as POS displays, leaflets, training tools or courses — they will help define, both for Beecham and C&D, how we can best assist the provision of ever higher standards of healthcare in the pharmacy. It is important, that when new pharmacy roles are being contemplated that may take the pharmacist out into the community, the training of the assistant is of the highest calibre.

This competition gives pharmacists and their pharmacy assistant an opportunity to test and demonstrate their skills by answering their respective questions and together filling in the tie breaker. There can only be one entry per pharmacy and all the relevant sections need to be completed.



Winners Presentations

This will take place in the House of Commons at the end of October. There will be a chance to view both the Houses and to meet several key members of the industry.

Product knowledge and customer handling are very important factors in a successful pharmacy. We are inviting all pharmacists to nominate an assistant who they believe, is serving the needs of the community well and is keen to learn the benefits of the many OTC medicines available.

The Prizes

There are two sets of prizes to be won. The 1st prize is £2,000 of shares of your choice (£1,000 for the pharmacist and £1,000 for the pharmacy assistant). The second prize is £1,000 of shares of your choice, £500 for the pharmacist and £500 for the assistant. Guidance in selecting shares will be given by Barclays de Zoete Wedd, the investment banking arm of the Barclays Group, during a special visit to their offices in the City.



Pharmacist Questions

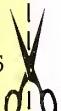
1. What is the daily recommended dose of calcium for
(a) a post-menopausal women (Answer:)
(b) a woman who is breast feeding? (Answer:
2. What is the youngest age paracetamol may be given to a baby? And name three sugar-free liquid paracetamol preparations.
Answer:
3. Several proprietary indigestion remedies contain alginates. What specific condition are they designed to alleviate and how do they work?
Answer:
4. What would you recommend for a cough that develops within a few days of vaccination?
Answer:
5. Give three instances when topical hydrocortisone preparations are contra-indicated?
Answer:

Assistant Questions

1. What mineral are you short of if you have osteoporosis and name one source of that mineral?
Answer:
2. What is the major action of an antacid?
Answer:
3. Name two types of active ingredient likely to be found in anti-septic cream.
Answer:
4. Diarrhoea sufferers lose two specific bodily substances. What are they?
Answer:
5. What is the difference between day or night use cold treatments.
Answer:

Tie Breaker: In no more than 20 words state what pharmacy aids — POS displays, leaflets, training tools or courses — will best help you serve the needs of your customers.

Please complete the whole form below. All entries must be sent to C&D and BHC AWARDS, 235 Upper Richmond Road, London SW15 6SN, by August 1, 1987.



Name of pharmacist:

Pharmacy:

Address:

Name of pharmacy assistant: Telephone number:

1. By entering the competition competitors will be deemed to have accepted and agreed to be bound by all the competition rules. 2. All material relating to the competition is deemed to form part of the competition. 3. Only one entry is allowed for each pharmacy and each entry must be an original page from the *Chemist & Druggist* magazine. 4. This competition may be entered by those owning and/or employed by pharmacies in the UK. The employees and their families of *Chemist & Druggist* and Beecham Health Care, its advertising or promotion agencies or any other company directly connected with administration of this competition, are not permitted to enter this competition. 5. All entries must be received by August 1, 1987. Responsibility cannot be accepted for entries lost, damaged or delayed in transit to the competition address. Illegible or altered entries will be disqualified as will those entries that are not in accordance with the competition rules. 6. All competition entries will become the property of the promoters and will not be returned to entrants. 7. All entries with the correct solution to the questions will be scrutinised and the prize awarded in order of merit to the two entries which in the opinion of the panel of judges most aptly and originally complete the tie-breaker. In the event of fewer than two correct entries being received the tie break will be applied to those tieing entries with the most correct answers. 8. The panel of judges will contain at least one independent member not connected with *Chemist & Druggist* magazine and the promoters. The decision of the panel of judges will be final and legally binding on all entrants. No correspondence will be entered into with respect to the judges decision. 9. No cash alternative will be offered in lieu of the specified prizes. 10. Competition entries will be judged during September, 1987 and the winners will be notified during October, 1987. 11. The names of the prize winners together with the answers to the competition questions and the winning tie-breakers will be sent to those persons requesting such information prior to the end of October, 1987 provided that they send a SAE to the competition address. 12. Prizewinners will not be permitted to use their prizes for the purchase of shares in Beecham Group plc (Companies Act 1985). 13. The promoters are Beecham Health Care, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD. Judges: John Skelton — Editor of *Chemist & Druggist*, Tim Astill — director, National Pharmaceutical Association, John Wells — director, Proprietary Association of Great Britain and Peter Jensen — Beecham Health Care.

On the first day of Christmas

Richardson



A partridge in a pear tree will no longer do. To satisfy your Christmas shopper it would, at least, have to come bearing a favourite perfume, gift wrapped in something seasonal and stylish, or even open to reveal a trendy surprise! Today's ever-more sophisticated consumer now wants a personal touch as well as a quick and easy choice for everyone, from the love of their life to old Aunty Irene.

And as usual, all those warning bells chiming so many days left until Christmas will mainly be ignored – 20 per cent of annual sales fall in the fortnight before Christmas day.

But note that most buyers know in advance what the recipient likes and so what they're going to buy.

Favourite products from January to November, therefore, are likely to move fast at Christmas.

For 1987 companies have come up with a host of ideas to meet the modern consumer's demand . . . from toiletries with a teddy, to some more extravagant soaps packaged in a Welsh dresser! As the cartons and coffrets build up on shelf, chemists can look forward to celebratory sales.

Some 25 per cent of all fragrance and cosmetic purchases are made at Christmas, and 45 per cent of them are from chemists. So here's to a happy one!



The UK Gift Market is highly profitable.

Make sure you get your share!

Marshall James Giftware can help you build a range that's best by a big margin.

From short-run designer items with your own label to high-volume products, no one beats us for style, versatility and fashion flair.

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Marshall James Giftware is a trading name of the M.J. Group Limited. Registration No. 1832197



Christmas Gifts



All gift set activity will be concentrated on fragrances for Max Factor this year, a move which they say follows consumer trends. It is the first gift year for Le Jardin d'Amour which will be available in five different sets (£5.25-£8.50) including two black drum designs, with Le Jardin de Max Factor in eleven (£2.95-£12.95) including two basket presentations. Geminesse, Epris and Blasé will be on offer as specially wrapped single items or in coffrets of two or more items (£1.99-£7.50). Max Factor House, Watermans Park, Brentford, Middx.



Dana perfumes offer both coffrets and single items in Christmas packaging, shiny black with delicate pink roses. Gift sets include a cologne spray with a string of pearls on a

black velvetine pouche (£4.95), a new gift packed cologne spray, hand and body lotion and soap in a basket on a Tabu red flannel (£6.75) and cologne spray in the Concerto bottle, with a ladies wrist watch in black and gold with a minute Dana motif (£9.20). Minimum carriage paid order is £55, for delivery September 1. Dana Perfumes Ltd, 45 Crusoe Road, Mitcham, Surrey.

Elida Gibbs are launching Impulse into the Christmas coffret market this year. Boxed gifts will extend across the seven variants, offering a 75ml bodyspray, an Impulse make-up kit with blusher and three powder colours, for £2.25. Elida Gibbs Ltd, PO Box 1DY, Portman Square, London Q1A 1DY.

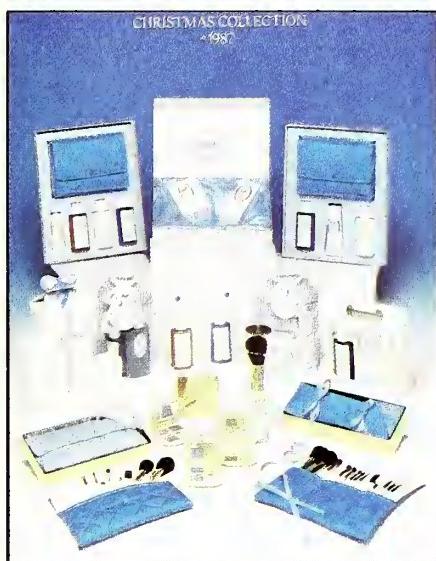


Beecham's relaunched Fenjal range offers a Christmas gift coffret of Fenjal Classic (£4.20) containing creme bath and talc and Avantgarde (£4.30), containing creme bath plus moisturising body spray. Both Classic and Avantgarde creme baths will feature Christmas sleeves. Beecham Proprietaries-Toiletries, Beecham House, Great West Road, Brentford, Middx.





This Lady Designer presentation box is part of Marshall James' wide range of gift sets which they say reflect the latest trends and colours. Marshall James, until recently known as C.F. Marshall & Sons, also have a Cascade range of bath, body and nail brushes, the Winchester range of brushes, combs and other accessories for men, cuddly toy and brush sets for babies, and toy travel vanity sets for little girls. They are illustrated, along with other lines, in the company's own colour brochure. Marshall James Giftware, Hazelwood Works, Arterial Road, Leigh-on-Sea, Essex.



Roc's Christmas presentations concentrate on skin care, offering a range of collections (£7.95-£21.50) from luxury coffrets offering products in a satin-lined box, to a travel collection with pouch, to weekend essentials with guest towel. A selection of brush kits will also be available. Products will come in a new white, blue and gold presentation, designed to be more luxurious, say Roc Laboratories UK Ltd, Avis Way, Newhaven, Sussex BN9 0JX.



One for the dressing table from Houbigant — a luxury coffret of Chantilly parfum, eau de parfum and a boudoir atomiser. Other sets mix parfum, eau de parfum and talc — prices from £9. And Houbigant's Lutece eau de toilette spray is available gift packed with any one of the following: lotion hydratant parfumé (shown); voile parfum; gel moussant parfumé; lait de bain parfum; or crème parfumé (all £22). Houbigant Ltd, Balcombe Road, Horley, Surrey.

Roger & Gallet's Christmas coffrets this year come in a new marble effect. In a choice of all five of their fragrances, toilet soaps are available in boxes of two and four or bath soaps in boxes of two (£2.95-£4.95). They are also available in a mixed selection of fragrances. Gifts for men include a toiletry bag for Open (£7.50), and three coffret sets for L'Homme (£15-£17.50). POS material is available. Distributed by: Bergal Ltd, PO Box 209, 3 Rhodes Way, Watford, Herts WD2 4QE.



Woods of Windsor have prepared a selection of Christmas gift sets for both men and women. For women, using six traditional floral fragrances, there are four floral design window cartons (£3.95-£6.50), as shown, offering selections of soap, talcum, perfume, bath gel and hand and body lotion; and three basket sets — offering either three guest soaps (£2.50) in a mini basket with bows; a guest soap and five bath oil pearls in a mini basket with bows (£4.95), or a round basket containing perfume, three bath oil pearls, a soap and facecloth (£4.45). They also have a gift box trimmed with satin containing four guest soaps and a matching facecloth (£3.50). The three gift sets in the men's range include a bath gel and soap set (£3.95); an aftershave and talcum powder set (£7.50), and an aftershave, soap on a rope and bath gel set (£9.95). Woods of Windsor, Queen Charlotte Street, Windsor, Berks.



Nicholas Laboratories are giving their Radox and Matey ranges a Christmas look for the festive season. Radox Herbal bath liquid and showerfresh are both available in Christmas pack box sets, along with the moisturising collection, as shown. Bath salts and Kinu Shima foam bath and bath oil will be available in special Christmas packaging. And for children, new Rudolph Matey joins the original seasonal characters of Santa and Snow Matey. Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.

Richardson



Playboy male fragrances are introducing a range of Christmas coffrets this year, which they say provide most initial purchases of their products. The pictured talc and aftershave (£5.95) and aftershave, deodorant and soap on a rope (£6.95), are two of the seven on offer, all boxed and showing the bunnyhead logo. Distributed by: Cosmetics and Toiletries Ltd, Fergabrook House, Hook Rise South, Surbiton, Surrey KT6 7LD.

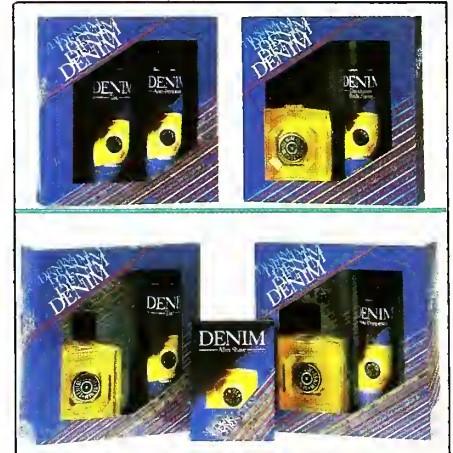
Christmas Gifts



As part of their Christmas range, Thomas Christy are offering this decoratively banded pack of Wild Silk luxury moisturising body shampoo and luxury soothing body milk (£3.49). And gift sets will be on offer for Hartnell "in Love" products and Jasmine and Lily of the Valley floral fragrances, say A. Thomas Christy Ltd, North Lane, Aldershot, Hants.



Network Management are introducing special Christmas coffrets for saving on gifts a little higher priced. A white and gold box will contain a 30ml eau de toilette, 5ml parfum and 25g soap in the Gianfranco Ferré range (£17.50). And savings up to £7 are available on eight coffrets (£20-£150) containing Parfums Balmain products, say Network Management Ltd, 50 London Road, Brentford, Middx.



Elida Gibbs Denim coffret range comprises four duo packs — aftershave and anti-perspirant (£3.95); aftershave and talc (£3.85); aftershave and deodorant body spray (£3.95); anti-perspirant and talc (£2.45). In addition, Denim aftershave will have a special Christmas sleeve. The range will be backed by a £400,000 burst of television advertising during the first two weeks of December. Elida Gibbs, 43 Portman Square, London W1A 1DY.



Skin Fitness have boxed their recently launched enriched shaving cream and after shaving moisturiser with this yellow flannel and designer swivel head razor for Christmas. It will retail at £7.45, distributed by: Dendron Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.





Inspiration from the Orient for Lancome this Christmas — a Chinese purse accompanies a Magie Noire eau de toilette atomiseur (£21). Other Christmas sets include an O Intense eau de parfum atomiser with jewellery roll (£19.50), Climat eau de toilette atomiser with evening purse (£19.95) and an O de Lancome atomiser with two soaps (£13.50). And popular fragrance items will be gift-wrapped, say Lancome, 14 Grosvenor Street, London W1X 0AQ.



Five gift sets from Tabac, prices from £6.50 for after shave and a key case, to £12.99 for after shave plus talc in a toilet bag. Eylure Ltd, Grange Industrial Estate, Cwmbran, Gwent NP44 3XR.



There are three Christmas cosmetic sets on offer in the Frenchie range this year: On-location offers a selection of cosmetics in a video style case; an eye shadow collection comes in a black case with mirror, and in four colours, nail varnish and lipstick collections contain three matching pairs. Thomas Christy Ltd, North Lane, Aldershot, Hants.



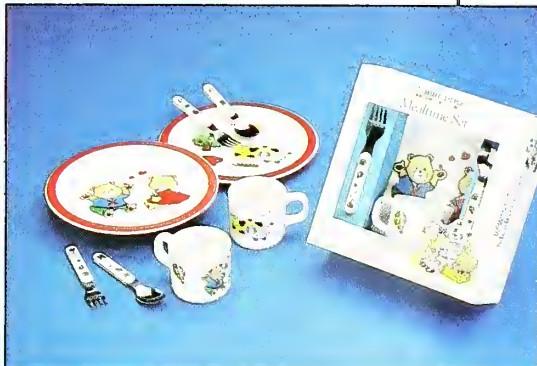
Bronnley have a selection of gifts on offer this Christmas. Pictured here, their new gift wrapped cartons holding three Almond Oil soaps (£3.95) join their cracker range. Novel gift ideas include Sporting Chance products in a presentation dice (£14.95), soap in a miniature cardboard cottage (£1.75) or for the more extravagant, Almond Oil products packed in a miniature Welsh dresser with a set of guest towels (£100). H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.

Cosmetics and Toiletries' Christmas collection features an all-star case, including Thomas the tank engine, Wuzzles, Popples, Thundercats, Roland Rat and Orville, in a selection of coffrets and 3-d bubble baths. Cosmetics and Toiletries Ltd, Fergabrook House, Hook Rise South, Surbiton, Surrey.

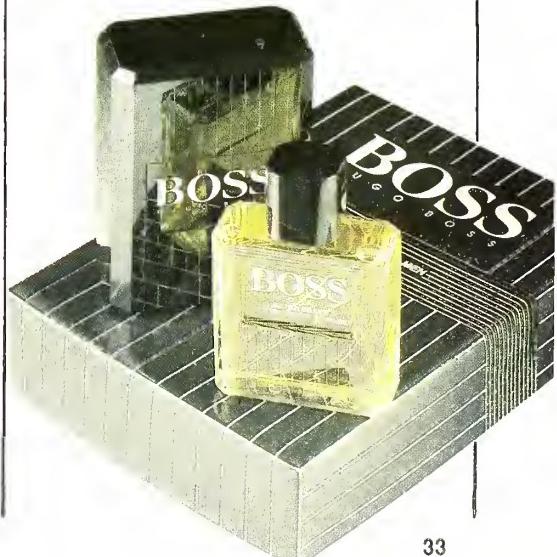
Boss will be available in a Chirstmas coffret this year, offering a 50ml aftershave and 150g soap (£16.50). These products are featuring in colour Press advertisements until Christmas. Distributed by: Network Management Ltd, 50 London Road, Brentford, Middx TW8 8JL.



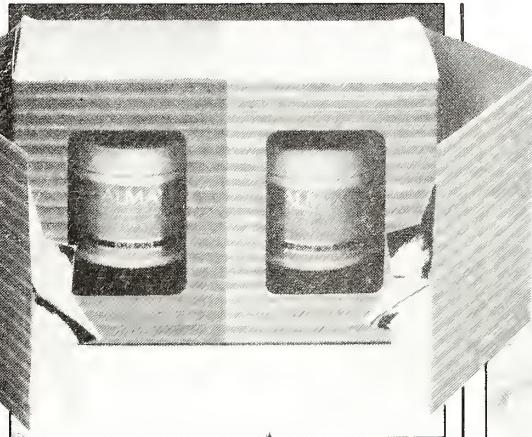
These special offers on Brut this year, include an aftershave with either a festive bear or packaged with a razor, comb and toothbrush in a travel pouch. Gifts start at £2.99. A selection of gifts for women includes Kiku with a silky bag, or Fleurs du Monde with a necklace. Faberge Inc, Amberley Place, King Edward Court, Windsor.



For Baby's turkey dinner, Tommee Tippee are launching a feedtime set, and are offering gift packs and Christmas bibs. The products in the boxed set (£7.99) are made of white Melamine, all items printed in one of two designs — farmyard animals or teddy bears with hearts. And in a choice of 11 Christmas seasonal designs, bibs are available from £0.75-£1.29. Distributed by: Jackel International, Dudley Lane, Cramlington, Northumberland NE23 7RH.



Christmas Gifts



Almay have been working "night and day" for Christmas . . . offering a gift pack under that name, containing a moisturiser and night cream. Both will be available in three skin types in 65ml jars, offering £1 off the normal price of the two products. The packs are blue with a self-fastening silver star. Almay (London, New York), 225 Bath Road, Slough, Berks SL1 4AU.

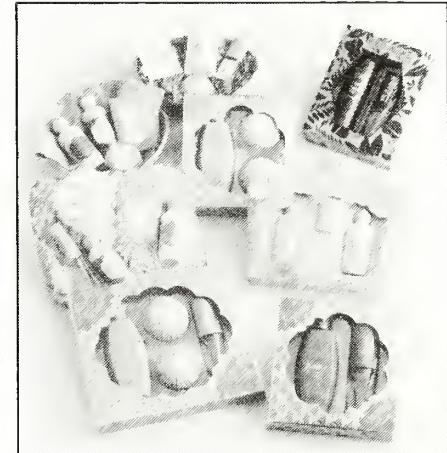
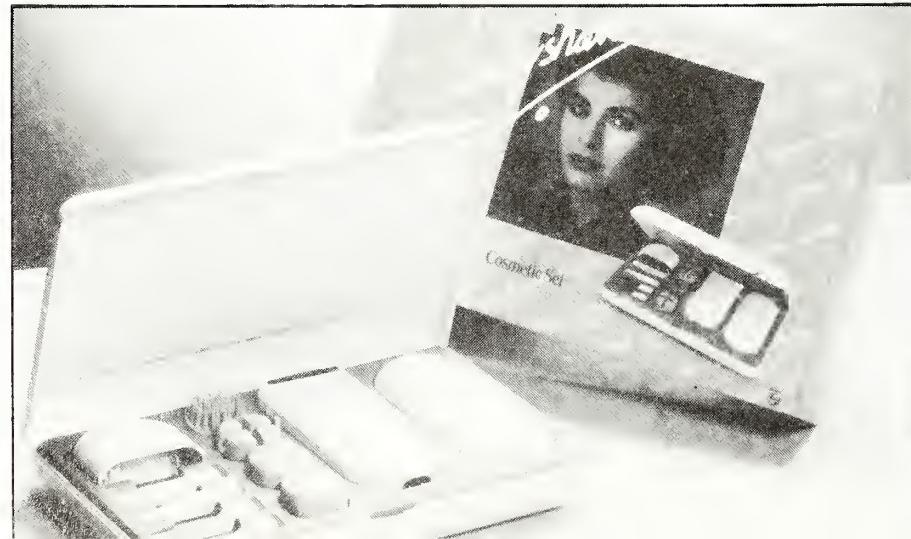


A gift from the past is on offer from 4711, who are introducing two Christmas lines of their eau de cologne, said to have remained unchanged for nearly 200 years. The cologne will be available in two original style Rosoli 18th century bottles, packed in a wooden box with a scroll detailing the product history (£9.95). Distributed by: Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.



Matchroom and Cedarwood from Goya come in choice of three coffrets. Matchroom now features red and gold branding, Cedarwood gifts sets show the products in cedar-green and cream (£3.95-£5.99). They will both feature in Christmas commercials. Distributed by: Rigease Ltd, PO Box 27, Brentford, Middx TW8 9DW.

Cussons are giving Christmas a contemporary look, by featuring Imperial Leather Classic's modernized design on this year's gift bags. The large bag in beige (£6.99) contains a talc, aftershave and roll-on deodorant, while the small bag in brown (£4.99) contains talc and foam shave. Cussons (UK), Kersal Vale, Manchester.



Beauty International Fragrances will be on air at Christmas, backing Coty and Goya gifts with £750,000 of television and radio advertising. These wicker basket presentations and boxed sets are available with an assortment of L'Aimant goods, and for a more limited selection of Imprevu, Masumi, Complice, Wild Musk and Country Flowers (£2.75-£8.99). Goods will also be on offer as seasonably presented single items. Novelty gifts in Coty fragrances include a petite spray in a mini Christmas stocking (£1.99) and a straw doll with 9ml spray (£3.50). Distributed by: Rigease Ltd, PO Box 27, Brentford, Middx TW8 9DW.

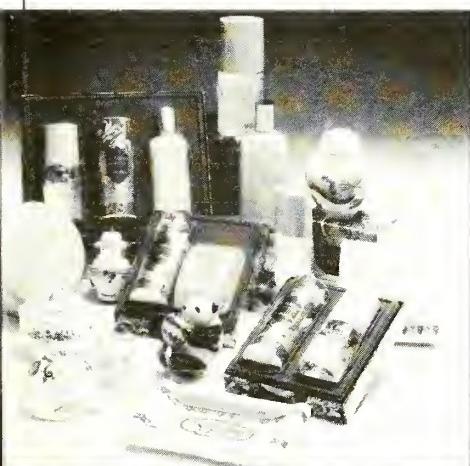


Christmas campaigns worth £2.5m will be backing Philips products this Christmas. Ladyshave, the Tracer and Philishave ranges, and Jet Set gas hairstylers will all be backed by television commercials during November and December, with Philishave and Tracer ranges also featuring in the national Press. Philips Home Appliances, City House, 420 London Road, Croydon.

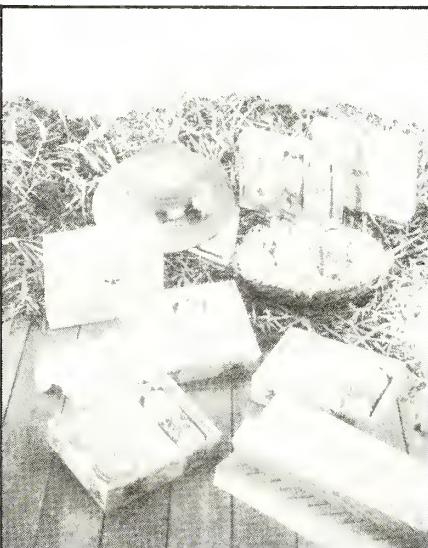
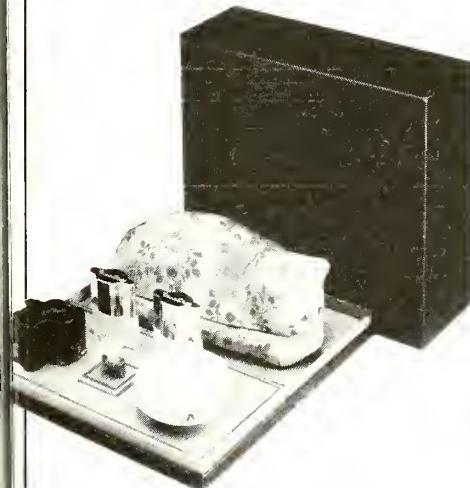
Elizabeth Arden's Chinoiserie Collection gives an oriental look to their gifts for Christmas. It offers limited editions of porcelain products as well as specially packaged perfumes and toiletries. Porcelain gifts in the Blue Grass range include candles, pomanders, a powder box and soap dish (£10.95-£19.95). Single items in the Blue Grass range, as well as selected products from the Memoire Cherie and Eau Fraiche ranges, will be available in Chinoiserie style boxes, or in boxed display gift sets comprising two or three products (£7.50-£19.95) say Elizabeth Arden Ltd, 13 Andover Square, London W1R 0PO.



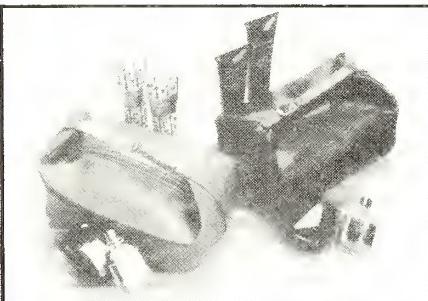
Gifts sets from Potter & Moore range from the mini-composite set (£3.95) containing enriched hand cream and bath and shower gel, two soaps and two sachets of bath grains in Melissa, scented geranium and herbal, to presentation tins and hampers at prices up to £9.95. The luxury end of the range includes the botanical tin, a limited edition by Elizabeth MacFarlane, containing hand and body lotion, creme bath, talc, and soaps, and is available in Melissa, English lavender, Coppelia, herbal and wild rose. *Potter and Moore Ltd, Lincoln Road, Werrington, Peterborough PE4 6ND.*



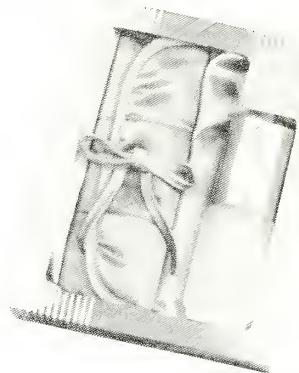
Country Home Comforts from Oscar de la Renta this Christmas is a collection housed in this floral cat. It offers eau de toilette, perfume, body lotion and bath, and a soap, together retailing at £37.50. It is one of the company's five Christmas gifts for women, the others offering eau de toilette spray with soaps, body lotion or mirror (£19.50-£50). For men there are a selection of four gifts, including the Impeccable Connoisseur, a grooming chest packed with Pour Lui products (£120). Distributed by: Parfums Stern (UK) Ltd, Princes House, 36 Jermyn Street, London SW1.



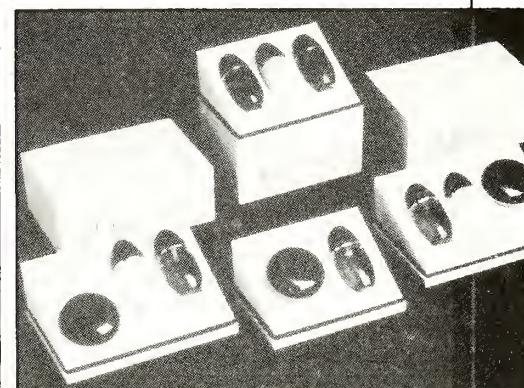
Richards & Appleby have packaged Country Fragrance toiletries in gift boxes (£1.75-£5.99), featuring a flower design on a cream background. Matching toilet bags are also available, say Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SF.



Over £4m of television advertising will back Yardley's Christmas ranges this year, which include several new gift wrapped products and sets. New items feature in both men's and women's ranges, including Pure Silk cologne and soap with a trinket box (£7.49), a travel bag with both English Lavender (£5.95) and Lace (£8.95), cologne, talc and soap, Chique cologne with a jewellery roll (£8.95), and Gold talc, aftershave and soap in a travel bag (£7.25). Advertising starts in September, say Yardley of London Ltd, Miles Gray Road, Basildon, Essex.



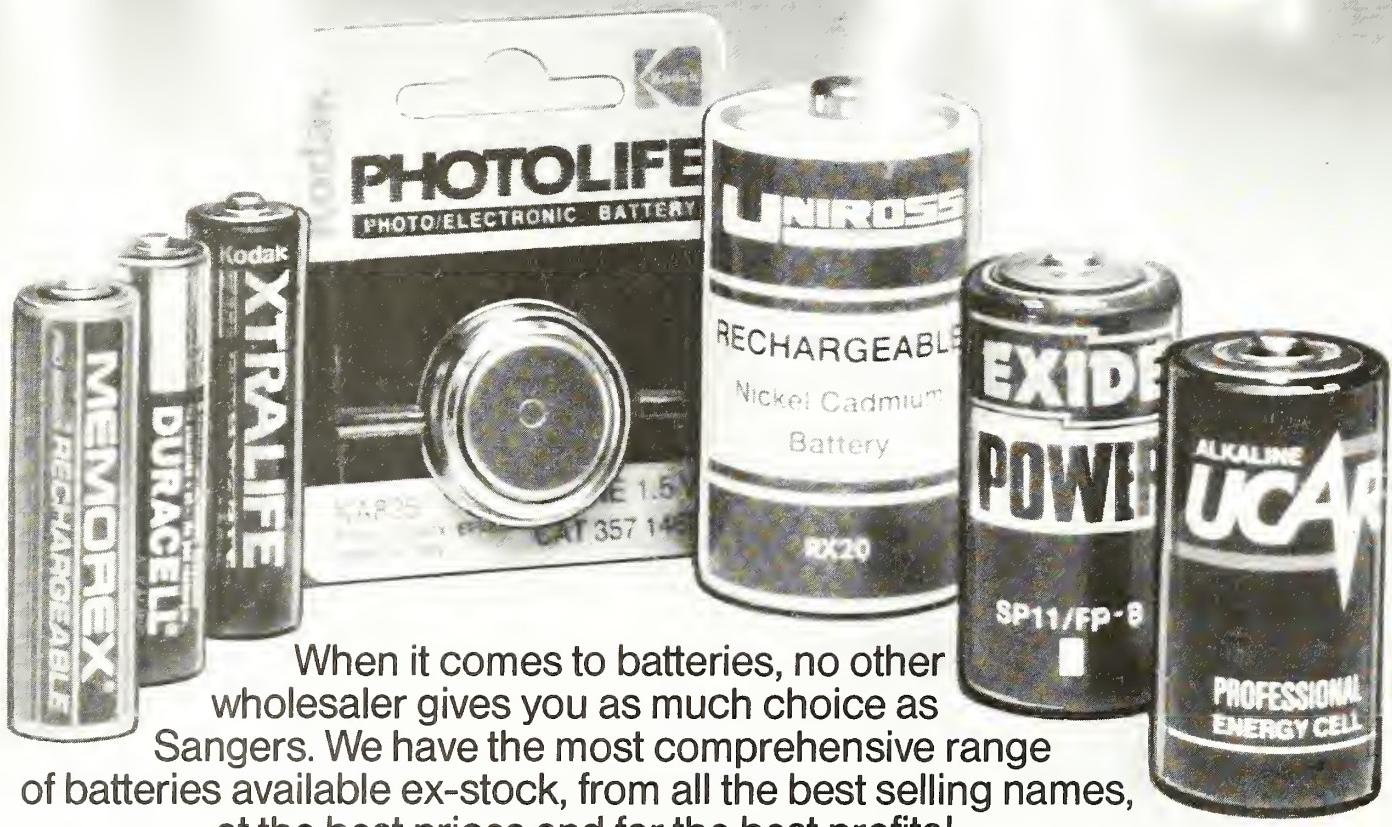
Four Obsession gift sets, comprising products from both fragrances and body ranges, are available from Calvin Klein this year. Body Elegance (£35) contains cologne spray and body powder; Body Indulgence (£39.50) spray, body lotion and powder; Body Riches (£39.50) spray, body bath gel and lotion, and Body Treasures (£45) spray, body powder and lotion, and soap. The boxes shown are ivory and navy, and if requested, are gift wrapped in navy and silver, says the company. Distributed by: Pascall Ltd, Warton House, 150 High Street, London E15 2ND.



Hand crafted calf leather toilet bags packed with five Givenchy products will be available this Christmas. They come in mid-grey for Givenchy gentlemen toiletries, and in dark nut brown for Monsieur de Givenchy. Both are embossed with the 4G Givenchy logo and retail at £66. *Parfums Givenchy Ltd, Old Esher Road, Hersham, Walton-on-Thames, Surrey KT12 4RL.*

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Show-offs sell better

There is an overriding desire in self-selection shops, pharmacies included, to cram every fitting with merchandise. The philosophy being that every square inch of space is selling space and has to be filled. Not so. The effect is unattractive and uninteresting and customers will only stay as long as they have to in this kind of shop.

Good in-shop display is essential for some products, eg clothes, meat, flowers and furniture. Because most pharmacy lines are mass produced and identical, there's a mistaken attitude that display is unimportant. The consequence is a shop which looks like a paperback library.

Since most buying decisions are made not in front of a television, but in the shop, good merchandising and display are the passive influences on shoppers.

Displays not only influence a customer to buy, but also create attractive focal points, punctuating the monotony of wall to wall merchandise.

There are many possible display sites: glass wall display cabinets (often used as secure storage), glass counters, gondola ends, counter space, the top half or even a whole shelf fitting or just one shelf. Display features can do a lot to brighten up a dull corner of the shop.

All types of product can be displayed effectively, but fragrances, jewellery, photographic, small electricals, baby care, health foods, hair colorants, books and health care lend themselves more readily. Special promotions, specialist or agency lines, new products, own label and seasonal products are also good subjects.

The elements of window display hold good for in-shop display (see also Selling In/Selling Out part 4, C&D, February 21). The site should be well lit, have a simple shape, be uncluttered, colourful and interesting.

Use home-made or bought supports to give the display height and depth, while satins or other materials add colour and texture as well as providing a backdrop.

Manufacturers' displays

All manufacturers appreciate the value of good display but few offer ready mades that will suit the average pharmacy. Exceptions can be found, particularly from perfume houses, skin care and cosmetic companies.

It is also worth mentioning display outers and merchandisers. A display outer (which is only the carton, cleverly converted into a piece of POS material) can lift a dull product and communicate a stronger selling message. Some, of course, are designed merely to grab more space than they

Good in-store display is more important than people may realise. In the eighth article of his series on merchandising John Kerry explains what makes a good display.

deserve and should be viewed with caution.

"Merchandisers," as they are called, come in many forms: floor standing dump bins or stands, shelf or counter units, carousels, etc. All have worthwhile aims in common; to catch attention, to display the product at its best and to sell more. Some are excellent and do the job well, particularly by adding an interesting focal point. But again some are so inappropriate for a modern pharmacy. The suspicion that the designer doesn't understand either shop security, the value of shelf space or the need for an unrestricted view, is aroused.

Few pharmacy products nowadays can be seen, because customers only see the packaging.

Where possible it's advantageous to show the inside as well as the outside. Perfume bottles are obvious, so are tubes of toothpaste. Why stop there? Unwrap the soap, tip a few vitamin pills on the display, squeeze some toothpaste on a brush, show the contents of a hair perm kit.

Use all the fundamentals — colour, light, shape, props and so on — to create the display. Unlike window display, many in-

shop creations will allow the customer to get closer to the product, to touch, smell or even taste it.

Props

Once again well chosen props are essential to create the right atmosphere. Some display suggestions are given below. These can also be used for windows.

Perfume: Use a satin to match the colour scheme of the pack, draped over blocks of varying heights. Remove the bottle from the pack and display both and perhaps one other size or variant. Use one or two props, eg jewellery, artificial flowers, hand mirror, hair brush, crystal or ceramic perfume atomizer bottle, theatre tickets, silk scarf, etc.

Camera: Support as perfume with bold coloured satin. For props use a scattering of snapshots, a photo album, picture or photo frame. One or two other "photo accessories" may be added but not too many, eg light meter, flashgun, equipment case, etc.

Health food: eg cereal bar, wholewheat, crisps, honey, vitamins, etc can be shown with associated foods and props, eg barley, oats or wheat (in sacks, sheaves or loose), stone honey jars, containers of beans, bags of or loose dried fruit, bran and nuts. Because the overall feel is raw and rustic shiny satins are replaced with sacks, pine fruit boxes and the like.

Baby care: It would be impossible to cover every aspect of baby care in one display without causing confusion, so select one, such as: newborn, first solids, baby toilet, bottle feeding, toddler etc.

Since most pharmacies carry a variety of baby care products, there is little need for outside props, although a high chair, cot, or clothes may be useful.

Taking bottle feeding as one theme; show a bottle, teats, brush, sterilizing kit, proprietary sterilizing product, milk food and perhaps bottle warmer. If space is limited use just three or four items on a white, pastel pink or pastel blue cloth.

Although often smaller, plan in-shop displays in the same way as window displays, listing products, colour scheme, support and props.

John Kerry has been in pharmaceutical marketing for 20 years including, most recently, four years as Vestric's marketing manager. For the past two and a half years he has been running his own company, Kestrel Marketing and Promotions, providing marketing services to businesses in retail pharmacy and serving retail pharmacy.



Tanna – conscientious objector

Ashwin Tanna was born on the 29th of January 1945 in the then British Colony of Tanganyika with a wooden, rather than a silver spoon in his mouth, and he has used it to good effect ever since. He came to Britain as a teenager in 1962, registering with the Society in 1969. Lest pharmacists should think they were the first to experience the force of his convictions, Mr Tanna was active in local politics, chairman of the Chamber of Trade, and a governor of several schools, before forsaking such matters to concentrate on his chosen profession. First, as a grass roots pharmacist, and then as a Pharmaceutical Society Councillor, he has developed the ability to find and expose the raw nerve of the profession with uncanny accuracy.

The pharmacy tradition is a recent development in the Tanna family. Ashwin's father ran a wholesale and textile business and a cinema back in Africa fathering six sons and two daughters. One son ended up as community pharmacist while another now practises as a GP in Australia. And three of Mr Tanna's nephews have also gone into pharmacy: each now has his own business.

In 1962 Ashwin Tanna came to England to complete his education and took "A" levels in Acton, supported financially by his brothers, before moving on to Sunderland Polytechnic where he took his degree: he was president of the Students Union in his second year. The preregistration year was spent at John, Bell & Croyden in Wigmore Street leading to registration in 1969 and stints in two more Savory & Moore branches. A spell as a pharmacist in the company's New Bond Street branch was followed by a managership in their Harrow pharmacy before joining his brother's business in 1972. The family connection was not successful, and in 1973, Ashwin Tanna bought his present community pharmacy. Established for some 80 years in London SE22, it is a typical suburban High Street pharmacy of around 350 sq ft sales and dispensing area; Mr Tanna is the fourth proprietor.

The scourge of multiple pharmacy through his "Pharmacy for pharmacists" campaign waged through *C&D* during 1983, Ashwin Tanna has entered into another fruitful partnership with his wife, Stephanie. Married in the UK in 1969 they have two children, a would-be pharmacist son, 13 year old Anand, and an 11 year old daughter, Asha. Stephanie Tanna is a pharmacy technician and has worked with Ashwin to build up the business to its present level. His own experience has convinced him that it is perfectly possible for a single proprietor pharmacist to start from scratch, and secure a sound financial and professional base through a proper application of key business and pharmaceutical tenets. In his view multiple pharmacy, while it may not be evil, is certainly unnecessary.

Ashwin Tanna believes the bright lights

and regimented image, fixtures and fittings of many a multiple can camouflage a lack of personal pharmaceutical commitment. His own ethos is one of service to create customer loyalty. This involves knowing what the regulars want and always having it in stock. The one-off's are replaced immediately they are sold — perhaps to await their purchasers' 1988 shopping expedition! Service is prompt and polite and fast moving toiletries are always 10-12 per cent below list price. "I don't want my customers to get the idea that I am 'ripping them off,'" Mr Tanna says.

Relishing the competition

Mr Tanna relishes local competition, ever grateful to the neighbouring Gateway supermarket for providing "extra footfall", but mindful not to enter into a price war. And the local mini-market is tolerated so long as it doesn't try to do anything silly with the price of medicines — Ashwin almost knows by heart the telephone number of the Proprietary Association of Great Britain, the guardians of RPM! Leapfrogged once in 1983, he felt constrained to fight back by simply maintaining and improving his service levels. The leapfrogger opened from 9am to 8pm six days a week and from 10am to 2pm on Sundays. Ashwin gave up his Thursday half day, opening from 9am till 6.30pm except on Wednesday and Saturday when the door closes at 6pm. One blessing of such competition is that his Lordship Lane pharmacy is exempt from rotas. Lunch hours are spent in the pharmacy: the notice "No prescriptions or pharmacy medicines can be sold or dispensed while the pharmacist is at lunch" has not been needed. The need to be ever available to "loyal" customers who have troubled to journey from far and wide is an ever-present part of the Tanna philosophy. There is nothing unique in all this; many other independents will say. But few have embraced it strongly enough to fight in its defence.

It was this pride in the personal pharmacy service provided by the proprietor that was bruised by the advent of the supermarket pharmacy and that

motivated Ashwin Tanna to press for one-pharmacist-per-pharmacy when everyone else, including the Pharmaceutical Society, had failed to alter the *status quo*. Frustrated by the inertia at Lambeth, Ashwin Tanna was goaded into standing for Council by his wife. "You can't do anything about it by just standing behind the counter in your pharmacy," said Stephanie. So he stood, the profession voted, and he was elected.

Now in his third and final year of his first term of office Ashwin Tanna has made his presence felt in the Council chamber as well as maintaining a suitably high profile in the Press — both pharmaceutical and national. His crystal clear pharmaceutical conscience has, on occasions, embarrassed those within and without the walls of the Society's Lambeth headquarters with its directness and refusal to be bound by convention. The result has been refreshing, though the medicine — particularly for parallel importers — has seldom been palatable with the dose frequently presented at irregular, indeed awkward intervals. For that Ashwin makes no apology. Devoid of political humbug and cant himself, he abhors it in others, preferring to choose his own time and place for new initiatives, rather than "standing on orders".

His "pharmacy for pharmacists" proposal found much favour in the profession — a survey in *C&D* (July 23 1983, p166) registered 465 for with only 22 against. However, legal opinion taken privately from an EEC lawyer, suggested that the cause would stand little chance of success in the European Court. Reluctantly Ashwin conceded defeat, but nowadays is consoled by the current move exemplified by the AAH scheme, which will put single pharmacist franchisees in charge of single pharmacy outlets. He would deprecate any uniformity of presentation that might result, however, believing the pharmacist should be free to present his franchise pharmacy in his own image.

The various PI initiatives and victories are proudly remembered together with the odd Council statement on that matter which may not have seen the light of day without Mr

or pharmacy



Tanna's agitation.

His current hobby-horse is supervision, and although the matter is subjudice for the moment, given Ashwin's predilection for omnipresence in the pharmacy, it does not take a clairvoyant to guess which way his vote will be cast.

Next on the list? Well, rural pharmacists can take heart. Doctor dispensing has just come under the Tanna microscope. The Dispensing Doctors Association's David Roberts had better gird his loins, in preparation for fending off someone other than our own Xrayser, or the Rural Pharmacists Association's John Davies.

With both a General and a Pharmaceutical Council election just concluded Ashwin Tanna is sensitive to the needs of both electorates. While he does not believe in playing a "Bernie Grant" role in pharmaceutical politics, nevertheless he both understands and has privately counselled fellow Asians, and would encourage them to stand for election to PSGB Council. Indeed he is disappointed none came forward this year. For his own part he believes in putting his activities as a PSGB Councillor to the test and so expects to be "on the hustings" next Spring.

Ashwin Tanna would like nothing better than to serve the profession for a second term, but would abide by the decision of the membership. If snubbed, he is not saying which section of the community would next benefit from his concern for self-determination. While some would dispute the adage: "Honesty is the best policy", C&D suspects they are words that will one day be adopted as the family motto for the Tannas, along with "Service with a smile", of course...

Ashwin Tanna - 'at home' with pharmacy

And he only popped-in to pick-up a prescription



As a professional pharmacist you probably get your fair share of people calling in to have prescriptions dispensed.

But what about your turnover of products other than drugs and medicines?

All those high profit possibilities such as perfumes and toiletries, health foods and homoeopathic products.

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Take action on CD scripts

I have before me three prescriptions, two being for Controlled Drugs and one not — the two which are for CD's do not comply with the regulations while, the other does.

Another CD script received on the same day as these for Duromine 30mg tablets and had no patient's address. This was not a particularly bad day in respect of erroneous CD scripts.

I have in the past pointed out the problem to Society officials David Mellor, my then MP, the Society inspector and drug squad representatives, but it is apparently of little interest as no action is ever taken to remedy this appalling and absurd situation.

I have also explained to GPs in their surgeries, written to them and on the odd occasion even rowed over the matter. The latter has been the only successful remedy and easily the most distressing. Why should a professional relationship sink so low?

David Liston
Birmingham



"Edwina Currie ate here" is the inscription about to be revealed by NPA director Tim Astill, or at least that was what pharmacist Keith Swann of The Pharmacy, 2 The Precinct, Lincoln, thought. Mr Swann was the winner of the NPA's "Cleverest Caption" competition at the NPA show. In St Albans last month.

Retard . . ed?

Dear Bayer, thank you for confusing everyone with your latest — Adalat 10 Retard. We shall now spend all our time with our patients or phoning the surgery fruitlessly inquiring as to the type and strength.

Thanks a million!
P.J. Rose
Crediton, Devon

Pondering Boots and retail price differentials

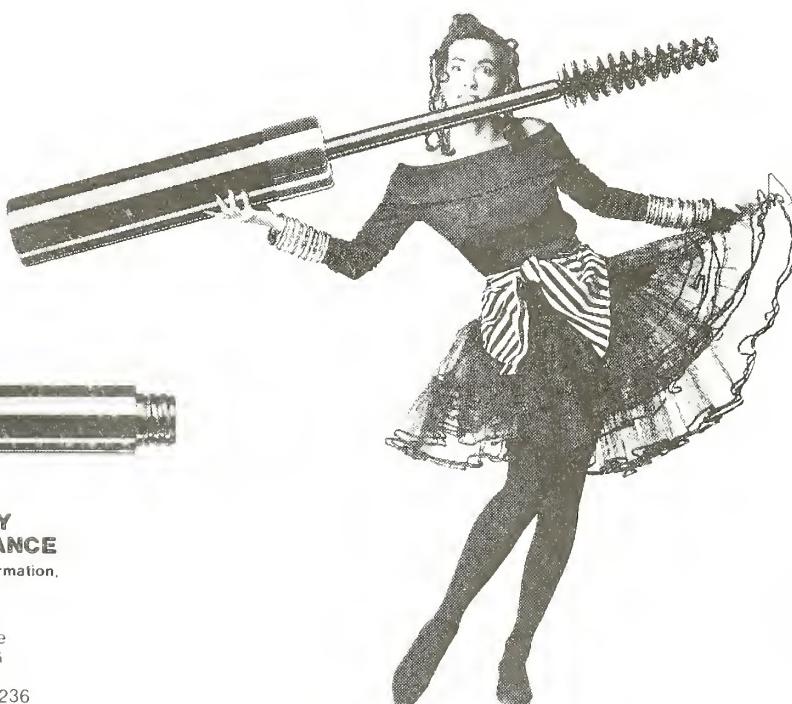
I should like to draw the attention of all independent pharmacists to a recent development in the pricing structure of BM Test-Glycemie 1-44.

A nursing home proprietor who has been purchasing BM Test-Glycemie from me for many months came into my pharmacy on Monday, June 15, and accused me of grossly overcharging for the product, which I had been supplying on a Unichem ticket priced at £26.74 (£15.50 trade). She had attended an exhibition the previous week where the Boehringer representative had told her that the trade price of BM Test-Glycemie was about £10 and that the retail price could not therefore be £26.74 and she should check this out with Boots. This she did and was told the retail price was £15.51, according to the latest list from Nottingham.

continued on p42

If you want to do some beautiful business with powder compacts, skin creams, perfumes, make-up, shaving brushes, tooth-brushes, sun glasses, scissors, hair-slides, combs, sponges and many other pretty things, Frankfurt will be worth visiting from **22.8. to 26.8.1987.**

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RADOX SHOWERFRESH. TWO RANGES - TWO CHANCES TO PROFIT.

continued from p40

I assumed that Boots had quoted the trade price by mistake and a quick telephone call to our local branch confirmed that the manager thought it must be a mistake too. A further telephone call to the product manager at Boehringer confirmed that the trade price of £10 quoted by their representative was incorrect, and I received an apology and an offer to telephone the proprietor of the nursing home to put the record straight.

Imagine my surprise when some 15 minutes later the local Boots manager telephoned to say that after telephoning Nottingham he could now confirm the retail price of BM-Test Glycemie was £15.51 as quoted to my customer.

A further telephone call to the product manager at Boehringer elucidated, after some caustic comments from me, that a special price has been agreed with Boots which enabled them, after sacrificing some of their normal margin, to sell BM-Test Glycemie at £15.51. I was offered the same special price (not disclosed) if I could buy on the same scale as Boots.

The company said the special price to Boots was to increase distribution. In fact

this will mean only Boots will stock the product as no independent chemist can compete with a retail price of £15.51 when the trade price is £15.50 plus VAT. I feel very strongly that secret deals on price with one part of the retail sector only, namely Boots, is to be deplored and may even be illegal under the Fair Trading Act.

To be fair to Boehringer they did send me, the next day, five free packs of BM-Test Glycemie so that I can, for the time being, supply my nursing home at the Boots price, £15.51. But this is not the answer. All pharmacies should be able to buy an ethical item at one trade price, not two widely differing ones.

G.V. Dawson
Bournemouth

Peter Woodford, *head of sales and marketing*, Boehringer Corporation (London) Ltd writes: BM Test-Glycemie 1-44 is a diagnostic product used by diabetics to monitor their own blood glucose levels at home and, as such, is unusual in not being available on FP10. Therefore, diabetics mainly receive the product through out-patient pharmacies,

free of charge, when attending hospital diabetic clinics.

The relatively small quantities of BM Test-Glycemie 1-44 distributed through retail chemists are charged to the trade at list price (£15.50 ex VAT), less discount based upon size of orders placed for single delivery. Boots place comparatively large orders and obtain maximum discount in line with our wholesalers' supply policy.

Their subsequent retail price is, of course, established directly by themselves and is therefore not a matter on which we can comment.

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Customer: "Oh, but I thought that stood for poisonous, obnoxious and murderous!"

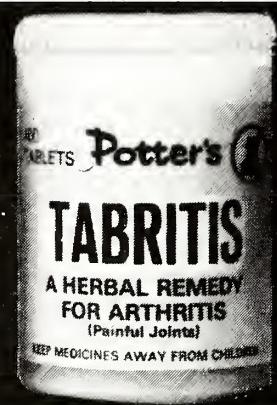
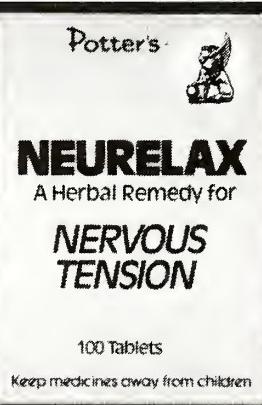
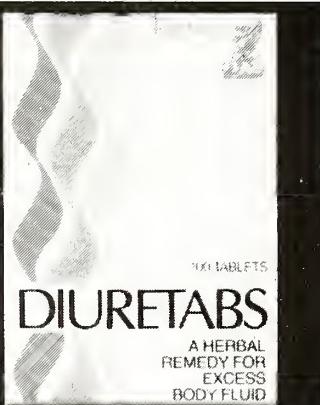
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Astra and Leo breach Code

A Press conference to launch Astra's EMLA cream has been found in breach of the Association of the British Pharmaceutical Industry's Code of Practice.

The Code of Practice Committee ruled that the introduction of EMLA, a local anaesthetic for the alleviation of pain associated with venepuncture, was not a scientific or medical breakthrough of "such magnitude" as to justify inviting the lay Press to a conference.

A hospital pharmacist had made two complaints on the company's promotion of EMLA. The first concerned a television news item, and the second a clinical trial which, in the pharmacists's opinion, was of no scientific value.

Astra denied any breach of the Code. They said they had requested the television journalists not to mention the name of the product or the company, and to note the limitations on its availability.

The Committee, after viewing a tape of the broadcast, decided it was promotional as the product could be readily identified, although not mentioned by name.

Concerning allegations over the clinical trial, the Committee decided it did provide scientific information was not a promotional exercise, so there was no breach of the Code.

Leo Laboratories were also found to be in breach of the Code for making a misleading claim for Miraxid. An ABPI member company alleged that a misleading claim appeared in an information folder, that Miraxid was the first synergistic combination of two penicillins, was misleading. The complainant company had such a product which had been available for some time.

Leo denied any breach of the Code. They submitted that the other company's product was not a synergistic combination in "practical clinical terms" and its data sheet made no reference to synergy. The Committee noted that Leo's claim for Miraxid was an absolute statement claiming that the product was the first synergistic penicillin, which the Committee considered was not so.

PSNI says 'no' to GP business links

The Ethics and Law Committee of the Pharmaceutical Society of Northern Ireland has confirmed the Council's opinion that business relationships between pharmacists and doctors are undesirable.

Council's opinion was expressed in a circular to members in November 1982, that while professional co-operation between chemist and doctor is desirable, a pharmacist should not have a business association with a doctor nor place himself in a position which could lead members of the public reasonably to believe such an association existed. Such an association with a doctor could be deemed by the Council to be a form of professional misconduct and the matter would be referred to the Society's Statutory Committee.

At the June meeting of Council the president, Mr R. H. Clarke, expressed sympathy with Professor D'Arcy on the recent death of his father-in-law, and to Mr Ivan McFarland on the death of his father. He noted, with regret the death of Miss Margaret Shaw who had been employed as a pharmacist at the Belfast City Hospital for many years. The members of Council were delighted to learn that Mr Malcolm Napier, a past member, had been awarded the MBE in the recent Birthday Honours.

A letter from the College of Pharmacy Practice confirmed that the last annual general meeting of the College had agreed to amend the Articles of Association so that Northern Ireland pharmacists would in future be eligible to become members of the College.

The secretary noted receipt of the latest draft of the Pharmaceutical Qualifications (EEC Recognition) Regulations (Northern Ireland) 1987, together with a consultation letter from the DHSS. These draft regulations will implement the Community Directives on free movement and establishment of pharmacists.

Professor D'Arcy was congratulated by the President on being accorded Distinguished Visitor Status by Queens College Cambridge where he will be spending a sabbatical year.

The graduation results from the Department of Pharmacy, Q.U.B., were circulated to the meeting by the secretary. A total of 48 students graduated, six with 1st Class honours. Professor D'Arcy was congratulated on the high standard of the results which are now regularly achieved by his students.

The annual students' prize-giving and distribution of registration certificates will be held on October 19 in the Society's House, 73 University Street, Belfast. The principal guest will be Dr J.P. Griffin, director of the Association of the British Pharmaceutical Industry.

The president reported on the treasure hunt and barbecue which had taken place at Hilden Brewery at Hilden near Lisburn on June 17. The evening had been attended by more than 160 pharmacists and friends. This was the first social event to take place for some time and it is hoped that it will be possible to arrange regular events in the future. The organisers were grateful to Burroughs Wellcome (Ireland) Ltd, Sterling Winthrop, Harold Mitchell and Bayer for their generous sponsorship.

The following applications for registration as students were granted:-

Anne Bradley, Lisnafin, Newtownstewart, Omagh, co Tyrone.

Cecelia Rosaleen McCallion, 24 Lower Strabane Road, Castlederg, co Tyrone.

Margaret Caroline McCusker, 3 Coolagh Road, co Londonderry.

Eileen Mary McManus, 11 Dundalk Road, Newtownhamilton, Newry, co Down.

Emer Elizabeth McPhelimy, Market Street, Ederney, co Fermanagh.

John Paul Swail, Kiltona, 616 Saintfield Road, Carryduff, Belfast.

The application for registration as a pharmaceutical chemist under the reciprocal agreement which exists between the Northern Ireland and Great Britain Societies by Elizabeth Anne Ibby Devlin of 91 Stewartstown Road, Coalisland, co Tyrone BT71 4PF, was granted.

The report of the Finance and House Committee meeting held on June 18 was adopted.

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The EFTPoS plan: will it pull together in time?

Manufacturers will have to "pull their socks up very quickly indeed" if there's to be a national EFTPoS (electronic fund transfer at point of sale) next year.

That's one of the conclusions drawn by research team RMDP, who quizzed retailers for a report to be launched in the EPoS 87 exhibition later this year.

Of the independent retailers questioned, 96 per cent had suffered a breakdown in the EFTPoS equipment used in the five trials currently being held. Most added that the problems had been dealt with quickly. Breakdowns and non-usage (a major problem for 44 per cent of the independents) caused some of the respondents to get rid of the equipment altogether. According to Liz Mandeville of the survey team, some retailers explained that "We've been modernised and had the EFTPoS taken out."

And manufacturers were not the only ones issued a sharp warning. The message to banks is that over half the independents — and over half of those not yet taking part

in a trial — want to be charged per transaction if a national scheme gets underway.

"The banks must be prepared to listen carefully if they want retail support for a major scheme," said Ms Mandeville. Merchant charges were favoured by fewer than 20 per cent of multiples and non-participants and only 29 per cent of independents.

Whereas retailers are prepared to accept the credit card charging system, Ms Mandeville explained, "they're aware that this is a new system and they want a different scheme from the outset."

Asked if they would join a breakaway scheme by a bank or building society, just over 40 per cent of multiples and independents said it was possible.

As for the timing for a national scheme, not a single multiple predicted a system in place next year; and most thought it would be after the end of the decade. But independents — who, as Ms Mandeville pointed out, have not been as involved in talks on the scheme — were more optimistic.

conclusions to the situation have been mooted.

Earlier this year a bid was made by American Home Products; and in April Robins, who have been acting under the US Bankruptcy Code, filed a \$1.85 billion reorganisation plan, including a \$1.75 billion trust to administer and settle the Dalkon Shield claims.

Scholl on another foot

Scholl are being sold to European Home Products in a deal worth more than £98m.

EHP — who sell Singer sewing machines — are taking on the business from Schering-Plough, who will keep on the trademark in the US, Canada and the Caribbean. Most of Scholl's sales come from Europe.

EHP topped their profits forecast for 1986 with £4.8m before tax.

Rorer bid up for Robins

Rorer have upped their offer for the Dalkon Shield company A.H. Robins.

The original bid put in by Rorer of \$2.25 billion has now gone up to \$2.6 billion, with no response so far from the US firm. Robins are being sued by thousands of claimants who used the contraceptive device, and a number of possible

Keeping off Sunday trade

For the next 16 months or so any new move to secure a relaxation of Sunday trading restrictions will be by private members' legislation and not via Government measures.

This emerged last week when the Queen's speech announced the Government's programme for the first session of the new Parliament. It confirmed that, after the embarrassing defeat suffered in the Commons last year — when the Government had a majority well in excess of the current 101 — ministers are in no mood to rush into another damaging controversy over the issue.

In the long awaited Government Bill to reform the licensing laws in England and Wales, the status quo is retained in respect of Sundays. This cautious approach has already come under fire from the licensed trade and the tourist industry. Any success which is achieved by their lobbying in respect of Sunday pub opening hours is likely to provide an incentive for the bodies campaigning for the general liberalisation of Sunday trading law.

The Consumers' Association has made a direct approach to the Prime Minister calling for the Sunday trading laws to be changed to permit garden centres and DIY shops to trade on Sundays.

Statistics now being compiled by the Home Office on the uneven enforcement of the present law by the local authorities at present responsible for enforcing it — particularly in relation to garden centres — are expected to add to the impact made by the representations from the Consumer's Association and other bodies.

Kingsgrange go for the market

Kingsgrange, parent company of the Potter & Moore toiletries business, are going for a full market listing next month.

Their debut will herald a focus on upmarket brands and products, but no specific details of their plans are being given out as yet. A merger plan recently fell through between Kingsgrange and Woods of Windsor (see C&D April 4, p623).

Kingsgrange chairman Ian Aldred had hoped to pull in worldwide sales of nearly £20m from the combined group.

Potter & Moore were founded in 1749 and bought by Ian Aldred four years ago.

Blue Ridge move

Disposable nappy manufacturers Blue Ridge Care Ltd, of Consett, co Durham, have moved over the road to new premises in order to accommodate present and future growth.

The new 115,000 sq ft facility will enable increased production improved efficiency and the introduction of new product lines, the company says. But Mr David Langton, chairman, said it was unlikely that the move would mean any new jobs this year.

The current work force of 150 is now working three shifts and producing more than a million nappies a day, contributing to a turnover of around £10m in the year to March 1987.

Profits lift for Macarthys in interim showing

For the first time since the management shake-up, Macarthy are pointing to signs that their revamping policy is showing real benefit.

In the six month results to March 31 the company boasts of the highest pre-tax profit (£2.6m) for a six month period in its history, and the first increase in real terms of the external turnover since 1983 (£139.3m). These figures, which can't be compared with an exactly parallel period for last year because the new head, Nick Ward, changed the year end after moving into the firm, are set instead against the six months to April 30, when external turnover was £130.9m and pre-tax profits came to £1.7m.

"There is still much to do" comments Mr Ward, adding that it will be "some time before the full benefits of the whole programme become apparent."

The group has made a number of new appointments. Ian Parsons as been brought to the retailing division as director responsible for Savory & Moore, John Bell

& Croyden, and Lifecycle. He joins Macarthy from Fripp Sandeman and Partners, a retail consultancy of which he was a director, and where he was working on a number of assignments for Macarthy's from February 1987 until his new appointment.

And four new moves have been made in the finance department. Michael Bird is made group financial controller; he previously held senior financial positions in the Burmah Oil Group and in Vanguard Engineering Ltd. David Smith becomes group accounting controller, coming from Touche Ross and Northern Telecom Data Systems Ltd.

Bernard Brook is promoted to group treasurer, responsible for cash management, banking and customer credit arrangements, as well as the Pharmacy Finance Scheme and other financial services. And Fred Atwell is promoted to financial controller, Macarthy Medical, responsible for the accounting and control functions of the wholesale and manufacturing departments.

scheduled to be launched in early 1988 after the release by IBM of their new OS/2 operating system.

For existing users of the IBM-ATE and XT286 hard disk machines, a multi-user version of the current Prism Plus system will be introduced shortly.

Adding to the Prism system

Following the March launch of Prosper Plus, which now has over 500 users, Unichem are introducing new versions of the Prism system based on the new IBM Personal System/2 range.

The first new addition, Prism-PM1, is a low cost entry system for medium-sized pharmacies and will be available at the end of July on a rental basis only. It contains all the original Prism features, except for product pricing, and is based on the IBM PS/2 model 30-002 twin floppy disk machine. Rental is £100 per month which includes hardware, software and on-site maintenance.

Prism-PM3 contains all the original features and is based on the IBM PS/2 model 30-002 at a price of £1,995 — £500 less than the original Prism system. Prism-PM4 and Prism-PM5, similar to Prism Plus, will be available from August on hard disk machines — the IBM PS/2 models 30-021 and 50-021. Both have the advantage over Prism-PM3 of speed, but differ in their adaptability for the future. They cost £2,500 and £3,500 respectively.

The multi-user version of Prism-PM5 is



James Pollard, chairman of Beecham Pharmaceuticals, guides the Queen and the Duke of Edinburgh around an exhibition on the development of Beecham antibiotics, which led to the discovery of potassium clavulanate and the opening by the Queen of the £40m plant for its production at Irvine in Scotland

EVENTS

Into the future

"Enter the pharmaceutical world of the 21st century" is the message behind IPHARMEX 1987 which takes place on October 23-26 in Lyon, France.

The exhibition and conference brings together European pharmacists from all disciplines: hospital, community and industry, say the organisers. Professional discussion will centre on the advisory role for pharmacists, and practical information on herbal medicines, dermatology and cosmetics, and health and hygiene education. Further details from Salon-IPHARMEX-Sepel-Euroexpo B.P. 87-69683 Chassieu Cedex, Lyon, France.

Hey Presto

Plans to merge the distribution systems of Presto and their new sibling business Safeway will cost the Argyll group around £90m.

A £208m rights issue will help pay for the group's programme and get rid of its debts. This move was announced along with pre-tax profits of £80.6m — up 25 per cent — for the year to March. Argyll bought Safeway for £681m early this year.

Disposable nappy manufacturers Swaddlers Ltd have moved their headquarters to Dukesway, Team Valley Trading Estate, Gateshead, Tyne & Wear NE11 0PZ (tel 091-482 5566).

A Beecham subsidiary in France has sold the perfume and accessories business Gres to Bernard Tapie. Beecham will still be distributing the Gres and Cabochard brands in the UK, Germany and Switzerland.

Later dates

Chemfair '87, the chemical trade fair, has been postponed and is being rescheduled for 1988.

The event was due to take place on October 14-15 at the Heathrow Penta Hotel, but major problems with car parking facilities could not be resolved, according to organiser Colin Wainwright.

Advance information

Aston Ex-Pharmacy Students Association, July 18, annual reunion, Nether Whitacre, Coleshill, Warwickshire. Details from Gillian Stock (tel 021-445-4646, daytime) or Mark Koziol (tel 021-356-8549 evenings).

Revlon have shifted the distribution of their Revlon and Charlie fragrances from Chemist Brokers. The products will now be handled by the toiletries/Charlie cosmetics sales division of Revlon.

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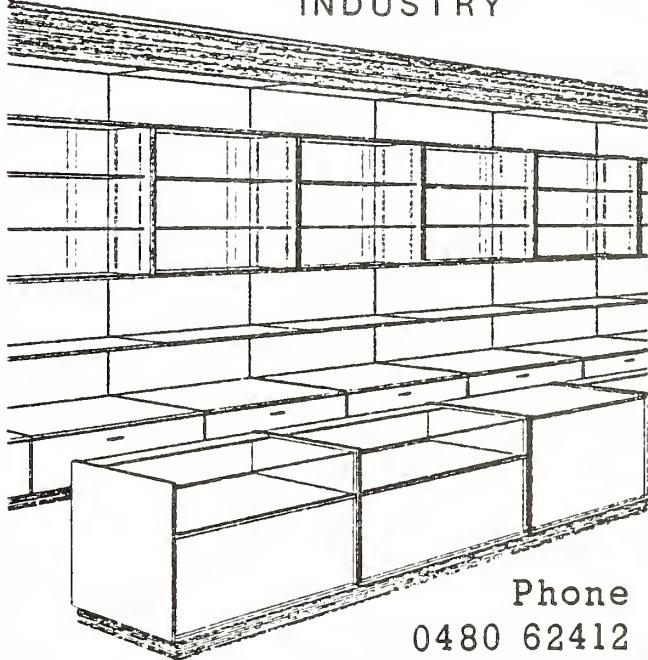
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Turnbull makes Boots board

Mr G.A. Turnbull, MPS, is appointed director, international, of the Boots Company plc with effect from October 1. He also joins the industrial divisional board from July 1.

George Turnbull has held many positions within the company since he joined in 1947, including manager of contract manufacture and chemical marketing, manager of Crookes Anestan and international marketing director, agrochemicals.

He was promoted to area director in overseas operations in 1980. His current position is regional director, Southern Europe. He was appointed to the board of Boots International in 1980.

Small firm deal

As a result of the recent Government reshuffle, Mr John Cope, Minister of State at the Department of Employment, is now responsible for looking after the interests of small firms.

His status, while an advance on that of his predecessor David Trippier, who was an Under Secretary, still falls short of Cabinet rank — the level of seniority a number of small business organisations had campaigned for.

New at Unichem

Unichem have appointed three new managers, and there are several new faces on the regional committees.

At the Willesden branch, John Evans is appointed general manager and Brian Demby takes over as operations manager at the end of July. At Chessington Perry Watts joins as operations manager.

The new faces on the regional committees are John Gilmour, of Shoreham to the London South; Colin Wind, of Basildon to London North; Malcolm Duncan, of Coventry and Neil Maxwell, of Bolton to the Midlands and North West; Peter Armstrong, of Worksop to the North; and Michael Chapman of Taunton to the West Country.



The face of pharmacy — Eastern style. Chinese pharmacist preparing a prescription from a choice of over 1,000 herbs at a Peking pharmacy which was visited recently by a group of European pharmacists and doctors. The fact-finding study tour of the Far East was organised by Pharmaton who have conducted a 25-year research programme into herbal medicine

Beecham Cosmetics companies outside the Americas are to report to Bernard Nicholson, who has been appointed chairman of Beecham Cosmetics, Europe and International, as from August 1. He is currently managing director of Yardley and Lentheric businesses and will report to the group's managing director John Robb. Beecham Cosmetics Inc and Beecham Products Western Hemisphere will also report to Mr Robb.

Smith Kline Animal Health Ltd: Marilyn Mitchelson, MPS, has been appointed a registration consultant for the industrial products division. Last year she was one of the few pharmacists to obtain a post graduate diploma in agricultural and veterinary pharmacy.

Windsor Pharmaceuticals: Andrew Dixon has joined as product manager to handle the company's range of OTC products. He was formerly with Richardson Vicks.

Evening Primrose Oil Co: Chris Hipwell has been appointed commercial manager, and is now responsible for production, sales and marketing in the UK, Europe and Far East.

Shades International Ltd: Vaughan Jackson has been promoted to the board as sales director.

First class Bath results

Sixty students have passed the University of Bath's Bachelor of Pharmacy degree, including eight who have been awarded first class honours.

The eight "first class" students are: Anne Brindley, Angela Mary Buse, Alan Stephen Clark, Gillian Mary Crutchington, Michael Jonathan Dix, Caroline Jane Eaton, Katherine Louise Smith, David John Woodbridge.

Above par!

The Manchester pharmacists golf team came in winners by a small margin in the second triangular match against teams from Leeds and Birmingham last week at Rotherham Golf Club.

John Lockwood (Manchester) returned the best score with 43 Stapleford points, and the day finished with a convivial dinner. The competition is planned to take place again next year at Little Ashton Golf Club.

DEATHS

Bowman: Mr Joe Bowman, of Portishead, Bristol, died suddenly on June 14 while on holiday in Malta. *Mr Ray Jephson, a longstanding friend, writes:* "It was with great sadness that I heard Joe Bowman had passed away. He had been until January, the branch manager, Vestric's Bristol depot. His wholesaling career spanned 38 years. He was always courteous, and helpful to both staff and customers alike. It is a measure of the esteem in which he was held that on his retirement a collection from customers, both past and present, amassed £1,000. At a presentation dinner in February, attended by Vestric management and customers, he was overwhelmed by the warmth and good wishes sent to him. He was presented with a silver salver, various items for his garden and a holiday voucher sufficient to pay for him and his wife Netta to have a holiday abroad. It is therefore all the more sad that he should pass away thus. Our thoughts go out to Netta and his daughter Sonia."

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